

# *The* REPORTER

*of Direct Mail Advertising*

JULY 1952

**LISTS . . . OR PEOPLE? . . . . See page 13**



**What about the cost of selecting prospects?**

*During his talk at the A. F. A. Convention, Larry Chait of Time, Inc., used colorful cartoon slides to dramatize his major points. One is reproduced above (without the color). Larry's analysis of mailing list problems can be applied to small or large lists. Which should make it interesting to all readers of The Reporter.*

# Let's swap ideas

Match your advertising ideas with these—  
and win a \$50 Bond!

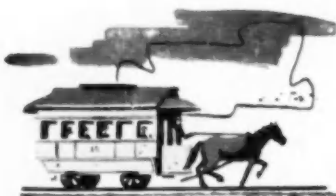
Discovers "grass-growing gadget" has long life

Since the effectiveness of most novelty advertising is very short-lived, we were happy to find an item that had as its main virtues both lasting interest and attention-value. The "Boy With the Green Hair" is a cardboard mailing piece that actually grows grass-seed "hair" when the tab is left in water for three or four days. We used it as the follow-up mailing in a recent salesman's contest and found that it held the interest of not only the salesman but their families for over two weeks! With direct mail, that's long life—and I believe this sort of novelty could be used with equal success in many other kinds of promotions.

E. Hoy McConnell, Sales Promotion Manager,  
Capehart-Farnsworth Corp., Fort Wayne, Ind.

## In horse-drawn trolley days...

printing paper could be coated only by the costly hand process. Times (and coating methods) have changed since then—yet many advertisers still pay 20% extra for paper coated that costly old-fashioned way. Today—at far lower cost—the modern one-step coating process developed by Kimberly-Clark produces a sheet that looks, feels and performs just like costlier enamels. In fact, new Hifect<sup>®</sup> makes premium-priced enamels as out-dated as the horse-drawn trolley! Tried it yet? You should!



## Low-cost ads that sell!

We have a client using 2-color bleed pages in three trade publications of varying sizes. Advertisements are designed to keep all type and illustrations within the



smallest page size; for larger sizes, decorations are added and illustrations extended. We formerly made original plates for the largest and trimmed-down electros for the smaller pages. We now use inserts printed four-up and furnished to the publications for backing up. The



saving in cost of electros and trimming and in color and bleed charges comes within a few hundred dollars of paying the printing cost. We get better printing, better halftone reproduction, better and heavier stock which makes these ads stand out—plus a distinctive color for which you would ordinarily pay an additional charge. Reprints are run at the same time, for a further saving.

Elmer J. Kopf, Account Executive,  
H. M. Klingensmith Co., Canton, Ohio

## Agency gives client a "bonus" of packaging inserts!

In planning printing such as we do, the cutting of paper must be computed to assure the least possible waste—and recently we found a way to eliminate waste completely. On an order for 50,000 folders, we gave the client a bonus of 150,000 packing inserts printed on the "scrap." As press time and paper had already been computed on the folders, our inserts cost only a fraction of what the normal charge would have been. This salvaged the scrap—utilized free press time—and saved our client money. It's indeed worth computing on every job!

William F. Finn  
William F. Finn & Associates Adv. Agency,  
Tyler, Texas

## Do you have an idea to swap? Tell it to Kimberly-Clark!

All items become the property of Kimberly-Clark. For each published item, a \$50 Defense Bond will be awarded to the sender. In case of duplicate contributions, only the first received will be eligible for an award. Address Idea Exchange Panel, Room 219, Kimberly-Clark Corporation, Neenah, Wisconsin.

ENAMEL & COATED  
**PRINTING  
PAPERS**

Products of  
**Kimberly-Clark**

\* U.S. REG. U.S. PAT. OFF.  
© KIMBERLY-CLARK CORP.



in the dark...

about how to turn out distinctive sales-building letters?

You won't be after a "look-see" Test\*  
on the new *Electri-conomy*



Yes, electricity makes the big difference . . . just a flick of the switch and controlled power typing takes over to turn out hand-somer, distinctive sales-building letters, bulletins and reports that command instant reader attention. What's more, the Electri-conomy's speed and ease of operation increase typing production, decrease office typing costs.

Why not stop in at your local Remington Rand office and see the Electri-conomy at work—or have an Electri-conomy test performed in your office—without obligation, of course.

\* For FREE informative Electri-conomy Test right in your own office or FREE literature, mail the coupon below.

Room 2190, 315 Fourth Avenue, New York 10

☐ Yes, I would like a FREE copy of "Take A Letter" (RE 8499).

☐ I would like FREE Electri-conomy Test in my office—without obligation of course.

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



**Remington Rand**

THE FIRST NAME IN TYPEWRITERS

half  
a  
cent  
more



If you mail under Section 34.66 P.L.&R. you will pay half-a-cent more per mailing piece after July 1, 1952.

You can offset this added cost of \$5.00 per thousand in only one way. You must increase your percentage of returns.

Sit down with your Cupples representative and discuss your next mailing with him. Plan the mailing as a whole and plan the envelope as part of your sales presentation.

Then let the Cupples Art Department execute your ideas without cost or obligation. Evaluate the designs in terms of your whole mailing. A proper envelope is as important as a well thought out enclosure. If your envelope is thrown away unopened, your mailing is wasted.

Cupples "Personalized" envelopes attract and hold attention. They are opened, and in that way they increase returns. Let your Cupples representative show you how to beat the half-a-cent increase.

**S. Cupples**  
envelope co., inc.

TRiangle 5-6285

360 Furman Street • Brooklyn 2, New York

PHILADELPHIA • BOSTON • WASHINGTON

## The Reporter of DIRECT MAIL ADVERTISING

Address all mail to

Editorial and Business Offices

53 Hilton Ave., Garden City, N. Y.

Phone: GArden City 7-1837

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Henry Hoke, Editor and Publisher

M. L. Strutzenberg, Circulation Mgr.

Henry Hoke, Jr., Advertising Mgr.

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THE ONLY MAGAZINE DEVOTED  
EXCLUSIVELY TO DIRECT MAIL

The Reporter is independently owned and operated. But in addition to thousands of regular subscribers, all Members of the Direct Mail Advertising Association receive The Reporter as part of the Association service. A portion of their annual dues pays for the subscription.



# SHORT NOTES

## DEPARTMENT

□ **BY THE TIME** this issue reaches you . . . the 1¢ postage stamp will be deadlier than a dodo. The 1¢ post and postal card died on January 1. The 1¢ minimum on third class bulk passed out of existence at midnight on June 30. Watch your local post offices to see that they are not confused on your future mailings. Remember that the 14¢ per pound rate still continues, although the minimum rate per piece is now 1½¢ rather than 1¢. In other words, you can now use a heavier weight per piece for the 1½¢ rate. The exact figure, according to the Postal Bulletin of June 19, is 1.714 ounces as the weight maximum for 1½¢.

□ **THE CONSTITUTIONALITY** of the new 3rd class postal rates effective July 1 is still being questioned by quite a lot of people, but no one seems to have the gumption or something to test it in a court action. It is a ridiculous situation when the Post Office has two different rates for the same identical service. Business organizations must pay a 1½¢ minimum for every piece of third class mail. But a religious, educational, scientific, philanthropic, agricultural, labor, veterans or fraternal organization, or an association not organized for profit, can still mail for 1¢ minimum. You will be able to spot such cases by looking at the permit number, which will now read "34.65 (e), P. L. and R." Your commercial permit is numbered "34.66, P. L. and R." The lobbyists for the non-profit organizations succeeded in high-persuading Congress into an undemocratic rate structure which doesn't make sense. Thank fortune the Post Office is being hard-boiled about it and is turning down requests for exemptions from the "charitable" purveyors of unordered merchandise, and from lobbying and trade association groups. Keep kicking to your Congressmen. Maybe something can be done about it.

□ **THE POST OFFICE** is really cracking down on the racketeers promoting phony local directories. (The folks who send you forms which look like invoices

requesting payment for the promised but problematical run of a listing clipped from telephone directory.) Sometime ago, a fraud order was issued against a Brooklyn, N. Y. outfit. During June, fraud orders were issued against similar organizations in Boston, Miami, and other cities in Florida and in Pittsburgh, Pa. But recently a new one popped up in Cleveland. Close them up one place . . . and they start in another.

□ **THE POSTMASTER GENERAL** is trying to get a law passed which would allow him to take immediate action against fraudulent or obscene matter. We don't know whether or not to be happy about H. R. 5850 which passed the lower House of Congress without dissent. If Senate passes the bill, it will give the Postmaster General practically unlimited power to censor mail. We want to see the mails kept clean but . . . what would happen if some fanatical official decided arbitrarily that your mail was objectionable? He could put you out of business with a wave of the hand by seizing all your incoming and outgoing mail. Under present procedure (slightly slow, but sure) the Post Office must file formal charges; hold a hearing for attorney-represented accused; and then render a decision based on evidence. Instead of a new law, which might be misused . . . why not just speed up the present legally-honest procedure?

□ **IF YOU ARE INTERESTED** in studying the bill "to authorize the Postmaster General to impound mail in certain cases" . . . write to Document Room of either House of Representatives or the Senate. Ask for H. R. 5850. Also ask for Report No. 1874, 82nd Congress, Second Session, which contains record of committee hearing and letter from Postmaster General. After carefully reading Mr. Donaldson's arguments and the opinion of the Department of Justice, we are more inclined to go along with the idea . . . if the subsequent hearing process could be speeded up. Mr. Donaldson claims (and rightly so) that in

For  
**POLITICAL  
MAILINGS**



the smart vote is for  
**DUPLISTICKERS®**

If you have a candidate to support in the coming election or a product to sell with direct advertising, DUPLISTICKERS will save you time and money.

Convenient, easy-to-use . . . 33 labels on perforated, gummed lettersize sheets . . . 25 sheets (825 labels) 60¢ at Stationery stores . . . white and 5 colors—Write today for free sample package.

**EUREKA SPECIALTY PRINTING CO.**  
556 ELECTRIC STREET, SCRANTON 9, PA.

**DUPLISTICKERS**  
are made only by *Eureka*

## MANAGER

Capable and experienced man sought to take complete charge of a home typing department consisting of 200 typists in a large, growing Long Island letter shop. The man we are seeking must be well qualified and will be exceptionally well paid and work under ideal conditions and benefits. Write and tell us about yourself and experience . . . in confidence, of course. A personal interview will be arranged whether you are now in New York City or out of town. Box 33 The Reporter, Garden City, New York.

many present cases where a complaint is filed... the purveyors of obscene matter and the promoters of phony directories and charities dump huge volumes of pieces into the mail and get the income before a fraud order is finally issued. And before the promoters move to another location under another name, H. R. 5850 would prevent all these shenanigans. But there should be some immediate recourse to the courts in cases where someone is unjustly accused.



□ **TRANS-CANADA AIR LINES** has been conducting an interesting experiment in list cleaning. Started last November on Canadian list of 59,000 names. Made three mailings of double post cards asking if recipient wanted to be continued on list for informative material. Number of "yes" replies—36.6%; number of "no" replies—18%; 425 dead, removed, etc.; 45.4% made no reply. Same procedure followed on American list, with Reporter office in Garden City as mailing address for business reply cards. So far about 32% replies, with 57% saying "no" and 43% asking for more mailings. Ad Manager Donald McLaughlin thinks he'll have the purest list possible, with wastage at a minimum, when the list-cleaning campaign has been completed.



□ **IF YOU LIKE** beautiful booklets, send 10¢ to Carole Winslow, home decorator for A. & M. Karagheusian, Inc., 295 5th Ave., New York 16, N. Y. and ask for new 28-page, 11-3/4 by 8-3/4 inch brochure titled: "How Carpet Makes Your Decorating Dreams Come True." A magnificent job of full color letterpress reproduction on slick paper. These consumer booklets will be offered in Gulistan national advertisements this coming fall.



□ **THE DOLLAR VOLUME** of direct mail advertising used by American business during the first five months of 1952 was \$487,819,880... a gain of 10 1/2% over the corresponding figure for 1951. For May 1952, the dollar volume was \$94,530,640 (a 7 1/2% gain).



□ **WHO CAN SUGGEST** a workable publicity technique to induce all business organizations to cooperate in cleaning up mailing lists? Nearly every business in the country uses direct mail. Every user of direct mail should be conscious of the waste incurred by bad lists. And yet, we see many examples of business organizations returning mail addressed to an individual executive who has left the

## N. O. Nelson Co.

ST. LOUIS, MO.  
BANK BUILDING  
RECEIVED  
JAN 10 1952  
ST. LOUIS, MO.

ST. LOUIS, MO.  
BANK BUILDING  
RECEIVED  
JAN 10 1952  
ST. LOUIS, MO.

ST. LOUIS, MO.  
BANK BUILDING  
RECEIVED  
JAN 10 1952  
ST. LOUIS, MO.

SAINT LOUIS, MO. MO.

This is a sample of the "new thought group idea" of letter writing. Why not try it and see if it is easier to read than ordinary writing?

You want more	products that sell easy	like Toastmaster for instance	best electric water heater
Don't like or scale	in hardest water	people want quality	Toastmaster is highest quality
Price is secondary	people won't resist	sell 10% down	use AEC Budget Plan
see or call us	FOR TOASTMASTERS AND AEC BUDGET PLAN		

N. O. NELSON CO.

P.S. What do you think of it? Fun? You'll have more fun selling Toastmasters - they're easy to sell if you talk up the features and you'll see that price is actually secondary.



**ANOTHER SQUARE SPAN USER:** We are illustrating a form letter (8 1/2 x 11) recently used by N. O. Nelson Co. of St. Louis. See February 1952 Reporter for full details about Square Span. If any of you use it... please send us samples.

company... without the courtesy of giving the name of the new occupant of the position. We have mentioned in The Reporter a few companies who do an outstanding job... but the big majority of business organizations do not cooperate as they should. How can we put across the story?



□ **NAIL POLISH FOR THE OUT-STRETCHED HAND** was the intriguing title of one of the best talks we've ever heard. Made by Stacy Holmes of Filene's in Boston... who followed this reporter on the fund raising session at the Annual Convention of the National Tuberculosis Association on May 28 at the Sheraton Plaza, Boston, Mass. His theme: the things that can be done, behind the scenes, in planning and in publicity to give the money-seeking hand (mail appeals or advertisements) a more

pleasing, well-groomed appearance. Fine job... and one of these days we hope to give you the whole story. Incidentally, speaking before the NTA group is an inspiring experience. An intelligent, eager and enthusiastic audience keeps the speaker on his toes.



□ **ANOTHER OLD FRIEND** of this reporter passed away on June 5. Oswald Marquardt, president of Marquardt & Company (paper merchants), 153 Spring St., New York 12, N. Y. He was a consistent booster for more and better direct mail. And a fine gentleman.



□ **FIVE YEARS OF IBT** is the intriguing title of an excellent 20-page, 8 1/2 x 11 booklet recently issued by City College of New York. Was designed by our old friend Irving D. Robbins, 31 Charleton

St., New York 14, N. Y. Describes the Intensive Business Training program set up between commercial companies and the Evening and Extension Division of City College. Write to Dr. Robert A. Love at 430 West 50th St., New York 19, N. Y. for a copy.



□ **FAST ACTION** in adapting an idea is always applaudable. Leonard Trester, Director of Public Policy of General Outdoor, Inc., Washington, D. C. made a talk at Advertising Federation of America Convention on Monday, June 9. During it he said, "It is better to picture a plain Jane or John in an advertisement than a professional model." Gordon Gent, sales promotion manager of Bowey's, Inc., 771 Bedford Ave., Brooklyn 5, N. Y. heard that talk . . . and he went back to office to solve an immediate problem. By June 17 (only 8 days later) he had ready for mailing a tricky die-cut folder making a special deal offering free portrait enlargement for Dari-Rich sales. As a model for illustration . . . he used his young and appealing daughter, Nancy Gent. Fine work!



□ **LESTER SUHLER** of Look and Quick was re-elected president of the New York Hundred Million Club at June 12 annual business meeting at the Town Hall. Others elected to serve for next twelve months were: Vice Presidents: Gardiner Gibbs (McGraw-Hill), Paul Murtagh (Moody's Investor Service), Robert MacDougall (N. Y. Times); Treasurer: Helen Buckley (Parents' Institute); Asst. Treasurer: Patricia Miller (Parents' Institute); Secretary: Muriel Gilmore (Mailings, Inc.).



□ **QUESTION** raised by the secretary of a college alumni association. "What is best technique to use in answering a necessary increase in dues? Should we make an explanation with each monthly billing or should we send out a letter to all alumni and let the bills follow without explanation?" Our snap judgment: The first alternative is cheapest but drags out the bad news for a year. The second choice is best even though more expensive. Gives you a chance to make full explanation and build good will. As the months pass, the raise will have been accepted or forgotten and renewals should be good. Accompanying each bill with a raise notice would tend to cut down renewals. Our judgment was accepted and 24,000 alumni of Ohio State University received a very fine two-page form letter from Jack Fullen's office selling the idea that the increase was justified. Hope our judgment was correct.

□ **POST OFFICE WORKERS** prize their ability to throw a package of letters 10 or 20 feet into the correct mail-bag for routing to some remote part of the country. It may become a lost art if the U. S. Post Office Department adopts the mail sorting machine now being used in Antwerp, Belgium. No more sore arms and swollen feet for the Antwerp mail sorters. They now sit comfortably at keyboard electronic controls; watch the letters pass before their eyes, and press buttons that direct the letters to the right boxes. They can bless the name of F. Schreuer, who invented the machine. By the old method, a good sorter could handle about 20 letters a minute, distributing them among 80 boxes. With the help of the new machine, he can distribute 200 letters a minute and break the classification down among 300 boxes. All he has to do is remember the 300 different numbers; each number represents a box of mail directed to a town, province or country. The sorter sits at ease while the letters file in front of him on a conveyer belt. As he glances at each address, he presses buttons keyed with the destination box. The letter then goes obediently on its way to its allotted box. Collectors empty the boxes as fast as they're filled.



□ **STATIONS WTAM AND WNBK** in the NBC Building, Cleveland 14, Ohio used interesting form letters to invite area viewers to free television shows in Public Auditorium during week of June 9. Return card enclosed for requesting tickets. Good way to build up audience interest for sponsored shows.



□ **THE TWO MEN** convicted last year of fraudulently collecting money (by dollar bill gimmick) for "cancer victims" . . . have been granted a new trial by United States Court of Appeals. Too bad it all has to be rehashed. Out of \$123,000 collected during one period, only \$7,349 was expended for purposes advertised. All the rest went for expenses and to the promoters. The whole scheme was a disgrace.



□ **THE RECENT LAW** prohibiting the use of coins on letters, affixed by glue, cement, or scotch tape, is covered by Sec. 475, Title 18 of the U. S. Code. It has to do with defacing coins and was brought about by banks who complained how hard it was to handle sticky coins. The regulation will be handled entirely by the U. S. Secret Service. So if you want to use a coin for attention-getting, you'll need to devise an "unsticky" method of attaching. Put them in a die-cut slot or a glassine envelope . . . and you will be safe.

□ **SUCCESS STORY.** From salesman to president is the history of J. Basil (Bass) Ward. He started assembling Addressograph machines back in 1912, preparing for his sales jobs in many spots for the company. He won 25 memberships in the corporation's annual sales honor group (the Hundred Club). He has served as assistant sales manager, general sales manager, vice president in charge of distribution, director, and for the last two years, vice president and general manager. On June 5, 1952 he was elected president of the Addressograph-Multigraph Corporation, 1200 Babbitt Road, Cleveland 17, Ohio. It couldn't happen to a better guy. This reporter remembers the days in Chicago when Bass was campaigning enthusiastically for more and better direct mail. That kind of enthusiasm is needed in the top spot.



□ **A STANDARD COLOR** specimen book is available to operators of either large or small offset presses. Write to Bettye Stout, Fuchs & Lang Division of Sun Chemical Corp., 10th St. & 44th Ave., Long Island City 1, N. Y.



Book contains examples of 68 standard colors, with each specimen sheet illustrating screen values, solids, reverses and halftones. Worth having if you are choosy about colors.



□ **ANOTHER SCRAPBOOK** with illustrations for offset reproduction is available from Mail-Ad Company, 6238 Wilshire Blvd., Los Angeles 48, Calif. Contains 62 pages of sketches drawn by Bob Sandmeyer. The 623 illustrations are printed on one side of the paper so that they may be clipped and used for spots in house magazines, bulletins, etc. Price is \$5 per copy, with unlimited permission to reproduce.



□ **ART SULLIVAN** is deservedly enthusiastic about the July 1952 issue of Dun & Bradstreet's 4000-page reference book. For two long years, company officials have been engaged in a "face lifting" job . . . to modernize this business tome, which had not changed in

character during the previous 93 years. The July issue has been completely re-styled typographically... with other new features and more complete codes. Surprising how much information can be packed into a one-line coded listing. The translated interpretation can fill a whole typewritten page. If interested in the details (for list building purposes) write to Art Sullivan for explanatory material at Dun & Bradstreet, Inc., 99 Church St., New York 8, N. Y.



□ **THE SOCIETY OF AMERICAN MAGICIANS** is now headed by a direct mail man.



Leslie P. Guest was elected president at the Annual Convention in Boston on June 1. Leslie is manager of the Direct Mail Department of Alfred Allen Watts Co., Inc., 740 Washington Ave., Belleville 9, N. J., manufacturers of business forms. He uses many trick ideas in his effective direct mail promotions. Before entering printing business, Leslie was for seven years a professional magician, and for eleven years was executive secretary of the Society, which numbers some 2000 members. He is planning, as usual, to attend the Direct Mail Convention in Washington and will probably have a good time rounding up the members of his Society in the direct mail field. Plenty of them.

Incidentally... the use of magic stunts is gaining in sales promotion. "Professor" George Miles, 201 East 46 Street, New York 17, N. Y. is busy as all get-out supplying special adaptation of the Chinese laundry ticket trick to salesmen and dealers of Continental Baking Company, Rochester, N. Y. Wonder Bread is now being packed with a series of 64 different "home tricks" tucked in at end of wrapper. Salesman use the Chinese laundry ticket stunt to put across the promotion with wholesalers and retailers.



□ **THERE IS A NEW "Graphic Arts Production Manual"** for printers and

advertising men. A review copy was sent to us by our old friend, William S. Henson of Ad-Aids Company, 1725 N. St. Paul St., Dallas 1, Texas. The book was designed by Dean P. Lem. Between the covers, in concise, usable form, is a maze of technical information, which if ferreted out by the individual would require years of research. Well indexed sections cover typography, engraving, printing processes, paper, envelopes, binding and mailing. The manual will retail at \$10 a copy. You can get a more complete description by writing to Bill Henson.



□ **VREST ORTON** operates one of the most unique mail order ventures in the country. Write to him at the Vermont Country Store, Weston, Republic of Vermont. (That's the way his address reads). Ask him for his catalogue and his letterhead. Vrest built an exact reproduction of the old country store which his father founded in 1897. The store is open to visitors all year round... cluttered with this and that New England product... but the big bulk of business is done by mail. His catalogue is a gem of descriptive writing. Folksy paragraphs illustrated with antique style engravings. You will get a kick out of reading every word. In case you want to visit Vrest and his wife, you will find Weston located 45 miles northwest of Brattleboro, 25 miles southeast of Rutland, and about 20 miles east of Manchester.



□ **TWO STUDENTS** of Business Administration at the University of Nebraska made an interesting study as a class report and have released their findings in a 20-page, 6 by 9 inch offset booklet: "What Lincoln Advertisers Say About Direct Mail Advertising." They surveyed local businessmen by mail and got a 70% response. Eighty-seven per cent of those responding were satisfied with their direct mail results. If you write to John Boomer, 4329 Calvert St., Lincoln 6, Nebraska... he may be able to spare or loan you a copy.

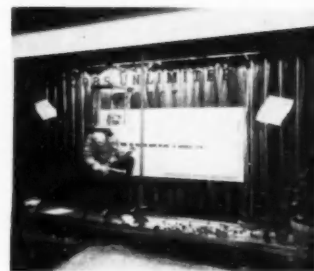


□ **CAMERA CONTESTS** seem to be popular this year... particularly in employee publications. June issue of Family Circle, house magazine of Continental Casualty, Assurance and Transportation Insurance Companies, 310 S. Michigan Ave., Chicago 4, Illinois devote considerable space to the rules for its second Summer Snapshot Contest. Good idea for building interest and furnishing the hard-working editor with future material. Doug Mahoney of Frank W. Horner, Ltd., 950 St. Urbain St., Montreal, Quebec, Canada is still continuing his successful annual art and photo-

graphic contest among Canadian physicians. Prize-winning entries are later reproduced in the new yearly calendar.



□ **JOBS UNLIMITED** (advertising personnel specialists), 40 West 46 Street, New York, N. Y. pulled a neat stunt in turning an attractive blotter



into a street window display. The life-sized display was an exact replica of original art work on blotter. That is good coordination of advertising effort.



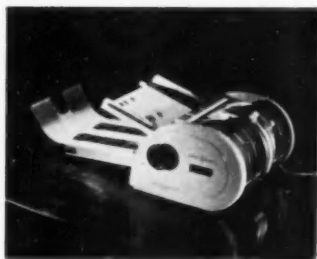
□ **VISITORS FROM ALL OVER** seem to pop up every June. From the farthest distance came A. Edward Jones, the chairman of the British Direct Mail Advertising Assn. It was a lot of fun and inspiration entertaining this direct mail enthusiast, who is general manager of Gee & Watson Ltd., London, England.

Among other Garden City visitors were Ralph Curtis from Ross-Martin Company, Tulsa, Okla.

Roger Clapp and his daughter from Fitchburg, Mass. spent an evening with us. Another Tulsaiter showed up a few days later. Mabel Elmore of the National Bank of Tulsa. And then there were so many out-of-towners to visit with at the AFA Convention in New York. Hundreds of them.



□ **WORLD'S SMALLEST FOLDING MACHINE** is now available from Pitney-Bowes, Inc., Stamford, Conn. (or local offices). It's little larger than an ordinary typewriter and costs not much



more. Can handle any one of eight basic types of fold with up to 5,000 sheets per hour speed. Weighs only 23-3/4 pounds. Can be stored away when not in use.



□ **ELECTION TIME.** June is the month for lining up new officers for ad clubs, trade associations, etc. Here are a few notes of interest in direct mail circles. Tom Clark (Clark-O'Neil, Inc., 100 Sixth Ave., New York 13, N. Y.) is new president of the Mail Advertising Service Assn. of New York. Otto F. Meyer (Dow Jones & Co., Inc., 44 Broad St., New York 4, N. Y.) was re-elected president of the Lithographers National Assn., Inc. Down south, Ruth Gardner (Harry P. Leu, Inc., Orlando, Florida) became the first lady president of the Central Florida Advertising Club. Melvin Feldenheimer (son of MASA president Mayer F.) was recently elected president of The Philadelphia Guild of Advertising Men. If some of you folks who get elected to offices will send us press releases... we will run an election corner in The Reporter.



□ **HOW FAR CAN THIS GO?** Department! Things have gotten into a sorry mess when a U. S. Senator uses his high office to frighten advertisers... trying to induce them to discontinue their advertising in a certain magazine. During the past month or so, Senator Joseph McCarthy has been writing to TIME's advertisers... using his franked (free) mailing privilege. At least 11 national advertisers have notified TIME that they received the Senator's letter. McCarthyism is reaching a new low.



□ **BEA-UTIFUL COVER** on the "2nd Annual Awards Book" issued by Lithographers National Assn., Inc., 420 Lexington Ave., New York, N. Y. You should get a copy of the 68-page report for your idea file. Contains illustrations of all winning pieces in this year's competition.



□ **A NEW TRADITION** in flower-bulb catalog appearance was established last year by The Barnes Importers, East Aurora, N. Y. Created so much interest in gardening world that it's been repeated again this year. Better write to President Julian Moody for a specimen. (Wait a minute! ... there's a charge of \$1 which is credited to first order.) The new tradition? A beautiful art cover to symbolize "Floral Treas-

ures of the World." Printed in full colors on fine stock. This year's artist is Henry Gorski. Julian offers to his customers reprints of the cover for framing without title and company imprint. Demand has been "exceptionally good."



□ **THE BEST GADGET** for getting attention to a direct mail piece is some gimmick which definitely ties in with the thing being offered. Joe Fitch did it just right in a recent subscription mailing for his "Organic Gardening" magazine. Attached to appeal letter (partly printed... partly simulated handwriting) was a glassine envelope containing decomposed organic compost... "the last stop on the wheel of plant life—birth, growth, fruition, death, decay." And Joe offered a free premium... a booklet about "compost and how to make it." A gadget letter... but 100% appropriate. Hope it pulled a good percentage.



□ **DIGEST OF DISTINGUISHED RESORTS** is now available in its 1952-1953 version. We've mentioned all previous annual issues. This one just as glamorous as the predecessors. Was edited by Marguerite Aumann Allen. Cover design by Henry Stahlhut; illustrations by Charles Cobelle; printing by Tavern Printing Corp. A page is devoted to each of 67 most lavish hotels in the world. Write to Marguerite Allen at Robert F. Warner, Inc., 588 Fifth Ave., New York 36, N. Y. Although there is supposed to be a subscription price of one buck... Marguerite likes The Reporter and will shenagle copies for other Reporter readers without charge.



□ **THE COLORADO DEPARTMENT OF DEVELOPMENT**, State Capitol, Denver 2, Colorado has struck a novel note in state advertising. A new, colorful 48-page, 5 1/4 by 8 inch booklet describes and pictures twelve different auto tours covering the entire state. Instead of general description of the charms of the state... the "prospect" is given an orderly, mapped selection of temptations. Beautifully handled. Was designed by Galen E. Broyles Co., Inc. (advertising), 302 Midland Savings Bldg., Denver 2, Colorado.



□ **GIANT BROADSIDES** seem to be a rarity these days (were popular in the 1920's). A recent example takes the cake for size. Issued by The Standard Register Co., Dayton 1, Ohio. Self-mailer when folded measured 13 by 11 inches on address side. Opened three times... full inside spread measured 32 1/2 by 22

inches. Format permitted illustrating equipment and operator (part of) in actual life size.



□ **SEEMS TO BE NO LIMIT** to peculiar mailing lists. Our friend Walter Drey (Walter Drey, Inc., 257 Fourth Ave., New York 10, N. Y.) has been advertising a list of mail order purchasers of brassieres. The list is offered carefully divided into three parts—(1) Large bust; (2) Medium bust; (3) Small bust. Several facetious correspondents have urged us and Walter to reveal what these classifications might mean in deciding purchasing power for products other than the original purchase. We give up... and Walter doesn't know either.



□ **CONGRATULATIONS** to the Advertising Department of New Holland Machine Co., New Holland, Pa... for an outstanding job of promoting local showing of a new color motion picture, titled, "Green Promise" (on grassland farming). Dealers were supplied with a complete "mail order" package... a kit showing exactly how to use the mail and local newspaper for getting farm audiences. Those who use motion pictures in sales promotion could well emulate the New Holland technique.



Also praiseworthy from the same company: a booklet and card given to all visitors and salesmen at New Holland office. The card welcomes them; the booklet furnishes them something to read while waiting... a reprint from official publication of the Pennsylvania Department of Internal Affairs, giving a history and description of this manufacturer of farm machinery.



□ **MORE THAN 5600** mail order catalogues are designed and produced in the United States each year... according to a report received from Lyle Engel of The Catalog Planning Company, 58 Park Ave., New York 16, N. Y. His company specializes in preparation and planning of retail store and straight mail order catalogs. You can get some interesting information on catalogue possibilities by writing to Lyle. Another development in cataloging worth



## for fastest Low-Cost addressing



makes from  
**2 to 8 copies**  
with **one typing**

No Machines, No Stencils,  
No Attachments  
Use any typewriter!

Write for **FREE sample**

Penny Label Co.  
8 Murray St.  
New York 7, N. Y.  
Please send me  
FREE sample of  
your TIME & LABOR  
saving "CARBO-  
SNAP" addressing  
labels.

Name \_\_\_\_\_  
Firm \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

## ADDRESSING MACHINES EQUIPMENT-SUPPLIES-PARTS



**REBUILT ADDRESSOGRAPH**  
All Models

Hand & Electric

WE MANUFACTURE . . .  
BUY and SELL Plates,  
Frames, trays, cabinets,  
tabs, ribbons, speedau-  
mats. Our large stencil  
embossing dept. gives  
fast, accurate service.

**REBUILT ELLIOTT**

All Models

Hand & Electric

WE MANUFACTURE . . .  
BUY and SELL Fibre sten-  
cils, long & short trays,  
cabinets, liquid & paste  
ink. Also Smith Stencil  
typewriters.



Write For Information, Prices and Circular  
Dept. R-4, 40 W. 15th St., N. Y. 11, N. Y.

## MAILERS' EQUIPMENT CO.

### "ADAGE MAILERS" PAY!



**Now! Effective!  
Low Cost!**

Write for **FREE**  
samples and prices.

Now you can make monthly  
contact with all your customers  
and prospects for as little as 10c  
each. Postal card size ADAGE  
MAILERS get and under glass  
top of desk and hang on office  
walls, tell you and your product  
to prospects and customers an-  
y day of the year.

**ADAGE COMPANY**  
20 E. 10th, NEW YORK, N.Y.

### AMAZING

Top d-m users didn't believe an outsider could  
help them — then were amazed when my analysis  
suggested valuable new copy angles, sales ideas,  
strategies, techniques they had overlooked. I can  
prove the value of my objective analysis to you  
too. For **FREE** details, please write now on your  
business letterhead to Theodore Handelman, 509  
5th Ave., N.Y.C. 17, N.Y., mail specialist since  
1933, author several d-m manuals.

watching: The R. C. Quaintance Retail  
Service, Inc., Room 989 Merchandise  
Mart, Chicago 54, Illinois is offering a  
cooperative plan to small retailers and  
manufacturers. Manufacturers place ads  
in Christmas catalogue; retailers mail to  
their charge account list. Get details by  
writing to address above.

□ **WE LIKED** the explanatory 20-page,  
8½ by 5½ inch booklet issued by Great  
Bear Spring Co., 306 Drexel Bldg., Phila-  
delphia 6, Pa. Title: "From Nature's  
Source to You." A well-written, atten-  
tion-holding story of how the product  
(water) is found, protected, processed,  
delivered, etc. It's a superlative piece  
of promotion.

□ **ANOTHER GOOD JOB** of product  
and production explaining . . . a new  
16-page, LIFE size (10½ by 14 inches)  
booklet, titled: "Action in an Envelope  
Plant." Pictures and tells exactly what  
happens when you place an order for  
envelopes. Get a copy by writing to  
Walter Hammel, Jr., Garden City En-  
velope Co., 3001 N. Rockwell St., Chi-  
cago 18, Illinois.

□ **STRIKES** are causing an enormous  
additional amount of direct mail. We've  
been interested in the many form let-  
ters issued by steel companies. Sort of  
an "off again, on again, gone again"  
campaign. Notifications to suppliers to  
stop all shipments; then to start; again  
to stop. It's too bad that this big coun-  
try has to be faced with such prob-  
lems . . . and that direct mail has to be  
used for such futile, helpless fumbling.  
The Lord only knows what the strikes  
are costing, not only in lost wages . . .  
but in production and in the untangling  
of complicated management problems.  
There should be a better way of settling  
disputes. The Long Island Railroad  
strike, for example, was a disgrace.  
Three hundred engineers, squabbling over  
rules (not wages) upset the world's  
largest city and threw more than three  
hundred thousand commuters into cost-  
ly confusion. Why shouldn't the com-  
muters sue the union for costs involved?  
Why shouldn't the secondary suppliers  
to the steel mills sue the union for losses  
incurred due to cancelled orders?

□ **ANOTHER UNUSUAL USE** of  
direct mail: Try to get a copy of "An  
Open Letter to Our Suppliers and Sub-  
contractors" mailed on June 2, 1952  
by John N. Eustis, material manager of  
Piasecki Helicopter Corp., Morton, Pa.  
A courageous 3-page letter. It tackles  
the ticklish subject of "kickbacks." It

outlines company policy of not con-  
doning "accepted trade practices" by  
which any employee or official accepts  
gratuity, bonus, commission or enter-  
tainment for being "helpful". It threat-  
ens cancellation of contracts if such  
practices are discovered. It's about time  
for other companies to follow suit.

□ **THE 1951 ANNUAL REPORT** of  
Cutter Laboratories, Fourth & Parker,  
Berkeley 10, Calif. is a distinctive de-  
parture from the usual. Several years  
ago . . . the company issued a booklet  
on "common communicable diseases of  
children." It was done in "child draw-  
ing style." Was very successful with phy-  
sicians. A fifth printing brought total  
copies to more than a million. With  
this as a precedent, the 1951 Annual  
Report was designed in same "child  
drawing" style. A transmittal memo  
(size 5 by 6½ inches) explained the  
reason and attached copy of success-  
ful booklet. Also praiseworthy . . . the  
Annual Report of Philip Morris & Co.,  
Ltd., Inc., 100 Park Ave., New York  
17, N. Y. Glamorous cover. Beautiful  
pictures. Another innovation: The New  
York Employing Printers Assn., Inc.,  
461 Eighth Ave., New York 1, N. Y.  
highlighted its services to members by  
placing "advertisements" of each serv-  
ice in the columns adjoining the usual  
annual report. Looks and reads . . . fine.

□ **PERSONALIZE** your annual re-  
port . . . by attaching to it a trans-  
mittal letter or even just a business card.  
That has been our advice for years.  
Latest good example: R. M. Green, VP  
in charge of Canadian operations, The  
Prudential Insurance Company of Amer-  
ica (Toronto 1, Ontario, Canada) at-  
taches to his company report a specially  
printed personal business card with this  
message: "I thought you might be inter-  
ested in a copy of our 1951 Annual Re-  
port." Then his signature. Ad Man-  
ager Bill Hamilton tells us that Mr.  
Green receives many letters indicating  
that people like the attempt at person-  
alization.

□ **MAIL ORDER ADVERTISERS** who  
expect coins or paper currency in their  
returns ought to be interested in a tricky  
reply envelope developed by Tension  
Envelope. Has a special safety pocket  
inside where coins or bills may be tuck-  
ed. Get samples by writing to head-  
quarters in Kansas City (19th & Camp-  
bell Sts., Kansas 8, Mo.) or local of-  
fices. Owners and/or users of Auto-  
matic Inserting and Mailing Machines  
(Phillipsburg, N. J.) should also know  
about a new Tension development

(Continued on Page 34)





## SAVE MONEY WITH CROCKER COLOR-FORM

Of course you want the eye-magnetizing,  
sales-building power of full color for that folder,  
insert or broadside. Now you can  
use full color because Crocker Colorform  
gives you full color reproduction  
at amazingly low cost!

### HERE'S HOW CROCKER COLOR-FORM SAVES YOU MONEY!

Crocker Colorform is a sheet combination run of advertising material; minimum quantity 12,500, (or multiples of that amount) lithographed two sides and four colors on 70-lb. stock. Each press sheet is completely filled in order to take full economical advantage of our large high-speed multi-color presses.

You get:

- (1) brilliant Crocker quality full color reproduction at savings as high as 25%
- (2) guaranteed delivery date
- (3) one low cost that covers all manufacturing costs; all you need do is furnish copy and layout

*for COLOR call Crocker*

Write or phone for full details  
**H. S. CROCKER CO., Inc.**

San Francisco  
720 Mission Street  
Phone DO. 2-5800

Los Angeles  
2030 East 7th Street  
Phone TR. 8351



**NEED A NEW STAR SALESMAN?**



Five factories and over 100 sales representatives are equipped to handle your usual . . . and unusual . . . envelope requirements. Write us your needs today.

## **TENSION ENVELOPE CORPORATION**

922 FIFTH AVENUE  
NEW YORK 36, N. Y.

5001 SOUTHWEST AVENUE  
ST. LOUIS 10, MISSOURI

129 NORTH 2ND STREET  
MINNEAPOLIS 1, MINN.

1912 GRAND AVENUE  
DES MOINES 14, IOWA

19TH AND CAMPBELL STS.  
KANSAS CITY 8, MISSOURI

# OUR MAILING LIST THINKING NEEDS DRASTIC OVERHAUL

By Lawrence G. Chait

In the last year we have, for the first time, seen some statistics resulting from extensive research into direct mail as an advertising medium. They are rather startling.

We are now told, by way of example, that all advertising mail is read by 50% or more of its recipients.

We are informed, too, that there is relatively little competition for reader time since the average family receives less than 2½ pieces of mail per day, including all classes of mail.

These figures are startling because they throw a new light on our acceptance of fractional returns as representing successful direct mail.

If the readership figures are true, then we have for too long been satisfied with too low a return on our efforts. I think the time has come, therefore, for a re-evaluation of this advertising medium.

And, I believe further that we have got to learn a great deal more than we now know about how to convert readership into direct mail response. Let us, therefore, turn for a moment to an analysis of those factors which set direct mail apart from other forms of advertising.

## What Makes Direct Mail Different

The prime virtue of direct mail advertising is that it is possibly our most selective form of advertising. It enables the advertiser to pick a tight little group from the mass of customer prospects.

Secondly, it is a "me-to-you" form of advertising. It is probably our most personal and intimate advertising medium.

I believe that these two factors of selectivity and personalization are direct mail's two prime values.

Obviously, direct mail has other virtues. Mail quantities may easily be expanded or contracted—can be geared closely to seasons or events. Mail advertising is flexible too as to cost and format . . . but these are qualifications that fall into the realm of the "me-

chanics" of selling, in my opinion.

Therefore, I want to concentrate on direct mail as a *selective* and *personal* advertising medium. I believe that we will convert our direct mail readership figures into high response percentages only to the degree that we capitalize on these prime factors of this form of advertising.

## What's Wrong With Mailing Lists?

For a long time all of us have been buying mailing lists as the solution to our problem of pre-selecting a direct mail audience.

I don't believe in the legendary mailing list as a solution any more.

It seems to me we ought to be thinking in terms of *people*, not *lists*.

Let's stand the problem on its head for a moment and try to look at our mail audience as "people".

When we look at direct mail prospects as "people", we begin to want to know a great deal about them. We realize that we are in the realm of all of the dynamics of human existence. We become dissatisfied with lists of prospects that simply specify that a man is a lawyer or that he is a buyer of luxury foods or that he owns a speed boat.

For some products, of course, these

narrow qualifications are all important, but for the many of us who sell intangible services, editorial products, or broad lines of merchandise, these simple qualifications are meaningless. They are just *to* simple a solution to the selective marketing which is the crux of successful mail selling.

I believe that if we are ever to increase our returns, and to bring them into line with readership, we shall have to change our approach to the whole question of mailing lists.

We shall have to demand far more information about the type of people who are on mailing lists. We shall want to have a picture of each and every individual on our prospect lists as rounded human beings having the interests, the purchasing power, and the inclination to buy the products, goods or services that we sell.

We have, for too many years and for too many millions of pieces of mail, been trying to sell iceboxes to eskimos.

We have accepted, without question, the fact that every mailing list we buy or rent contains an irreducible number of "headstones". We have accepted the fact that mail must come back to us in substantial quantities marked "moved, left no address".

We shrug our shoulders when we



Lawrence G. Chait . . .

**Reporter's Note:** The Direct Mail Session on Wednesday morning, June 11, at the Advertising Federation of America Convention was a successful affair. An attentive and responsive audience of about 250 people. In the June Reporter, we gave you the opening (advance copy) remarks of Chairman John Yack of Dayton, Ohio. This month we are reproducing two talks by George Head (see page 17) and Larry Chait. Most of the material presented by Earle Buckley and Jules Paglin has been covered in previous issues of The Reporter. Always good. Now you can dig into the thoughts of Larry Chait, director of List Research for Time, Inc., New York. Although Larry is dealing in millions of names . . . his suggestions can be applied to the smallest list. The better the list . . . the better the returns.

## better production brings better results

There's a best way to produce direct mail. . . .

MASA members study the best, most effective, ways of production; support research and fact finding; share knowledge of improved methods. Their object is better results for you. When you try to "save" money with "cheap" production you tamper with results.

To check the effectiveness of your production source . . .

Always say, "Are you MASA?"

YOUR BEST SOURCE for: Creative direct mail campaigns, multigraphing, mimeographing, offset and letterpress printing, bindery, mailing service, mailing lists, etc. Information about postal regulations and better direct mail results.

For names of MASA members nearest you, write

### Mail Advertising Service Association

18652 Fairfield Avenue  
Detroit 21, Michigan

M A S A

### HOW TO WIN NEW MAIL ORDER CUSTOMERS IN VOLUME FROM

#### 250 M Mail Buyers of Plays and Entertainment

Sizable list, active customers.  
75% women, largely small-town. New electric addressing equipment. Good service. Empty envelopes.

Write today for Free Bulletin R-7 on how to reach into this responsive field to add many new permanent mail order customers.

*Mosely*

MAIL ORDER LIST SERVICE, Inc.  
38 Newbury St., Boston 16, Mass.  
NEW MAIL ORDER CUSTOMERS IN VOLUME

### SALES LETTERS

Letters with "instantaneous appeal," that beckon to be read, that impel and sell. One series 25 years old. Send for circular "R". Please write on letterhead.

"That Yellow Bott" 

Leo P. Bott, Jr., 64 E. Jackson, Chicago

find that people have changed jobs, or become unemployed; or that they have, for a long time, been ill or on vacation; that they have retired from business; or that for any one of 50 different reasons they are no longer legitimate prospects.

We have accepted as fact that there should be substantial duplication even within mailing lists; that there should be huge duplication as between the mailing lists we employ in a given mailing season.

We have, in essence, said that we knew from the start that a large part of our direct mail was sheer waste—but there was nothing we could do about it.

I don't believe in accepting any such thesis!

### What About the Cost of Selecting Prospects?

At this point I am sure that some of my good friends in the audience who are mailing list brokers or list owners are probably wagging their heads and saying sadly to themselves: "Larry's off in the wild blue yonder again—who's going to pay for doing all the things he implies?"

It has long been an accepted legend of the direct mail business that mailing lists had to be available, including addressing, at about \$15 per thousand names.

I think that is nonsense!

What we really ought to be interested in is *not* our cost per thousand for mailing, *but our cost for securing an individual order.*

A little simple mathematics will demonstrate clearly how much you can pay for a list if you are able to double, triple, quadruple or quintuple your normal direct mail returns by pre-selecting a prospect market which really responds after it has read your sales mailing.

### To Spell This Out

If a mailing costs you \$60 per thousand including a list cost of \$15 per thousand; and if your unit of sale is \$5; then you need a 1.2% return to "match money" on your mailing, i.e., you spend \$60 and get back \$60 of gross revenue.

On the other hand; if you simply double your returns to 2.4% based on using a prime list; then gross revenue goes to \$120; could you not on that basis afford to spend, say \$30 per thousand for pre-selecting your market?

That is, the new cost-revenue rela-

tionship would be \$75 spent to get \$120 of gross revenue instead of \$60 spent for \$60 of revenue.

Isn't it worthwhile on that basis to put some real money into list development right at the start?

That is why I think we ought to stop straitjacketing the list owners and list compilers with an arbitrary and meaningless dollar figure.

Let's face it in terms of today's economics:

Most list owners can't afford to do a 100% maintenance job on their lists at a selling price that applied 10 or 20 years ago. They can't afford to clean their lists on a day-to-day basis and to remove the dead, the unemployed and the non-buyers.

Certainly some list owners, in their own self interest, do all of these things, but most of them simply can't afford to.

The list compilers are in an even worse position. They have got to make a profit on each thousand names they rent or sell. Their sales price is geared to sheer production and labor costs. How can they operate on the same price basis as a list owner who rents you a list of customer names which he has to maintain for his use?

Let's begin to talk of prospect list results, of costs per order rather than cost per thousand.

Let's make it possible for the list owners, list brokers and service organizations to do a real job in behalf of the mailers.

Let's face their problem, and ours, as colleagues together desiring to make direct mail more resultful.



### An Audit Bureau of Mailing Lists

Now let's look at the *other* side of the coin:—

If we mailers agree to absorb higher mailing list costs, then we are going to want a far better method of securing information on lists than exists at present.

We are going to want *validation* of information.

We shall expect lists that are *current* and *accurate*.

We shall expect a *refund* representing our full cost on undeliverables.

We shall expect unimpeachable data as to the *source of origin* of the list; as to list *quantities*; as to the *date of acquisition* of names; as to the *unit of sale* on buyers' lists.

In other words, if we agree to pay *more* for lists—we shall want lists that are *worth more*.

Some months ago I made the suggestion that mailing list practices might be placed on a new level of public acceptance through creation of an Audit Bureau of Mailing Lists.

I would like to advance that recommendation again.

Advertisers today, in all fields, expect audited reports covering prospect markets.

Direct mail suffers as an advertising medium because it lacks impartial validation of its market availability claims.

This, it seems to me, is a problem meriting early and serious consideration by the trade associations in the direct mail field.



Time Inc. has always given a great deal of attention to direct mail as an advertising medium which best serves a highly specialized function in circulation building. Because of our conviction that pre-selection of prospect market is a most important single factor in a successful direct mail program, Time is intimately concerned with the science of prospect list building and usage.

Time has long felt that direct mail gives us the basis for a lasting friendly relationship between our company and its customers. That is why we are concerned with mailing lists as people, the type of people who will read Time Inc. publications and read them consistently.

Our research departments are constantly at work checking on the caliber of readership of each of our magazines. Our research findings indicate the percentage of our readers who are college graduates, the number of our



*The letterhead paper you'll find  
in offices where decisions count!*

## COCKLETONE BOND

Men in key positions know the importance of a proper letterhead to represent them. That is why Cockletone Bond is found in thousands of progressive firms. Executives prefer its sturdy feel, lively crackle, rich shade of pure white. Cockletone Bond is moderately priced. Why not investigate the advantages of making this finer letterhead paper your regular business representative.

You can obtain business printing on Hammernill papers wherever you see this shield on a printer's window. Let the Guild sign be your guide to printing satisfaction.



SEND THIS COUPON for the FREE Cockletone Bond Portfolio. It contains a wide assortment of good, modern letterhead designs. You'll find it helpful in improving or redesigning your present letterhead. We will also include a sample book of Cockletone Bond.

Hammernill Paper Company, 1621 East Lake Road, Erie 6, Pa.

Name \_\_\_\_\_



Position \_\_\_\_\_

(Please attach to, or write on, your business letterhead.)

JULY 1952

LOOK FOR THE *Cockletone* WATERMARK



readers who are home owners, the percentage who have telephones, the kind of publications and books our subscribers read, the types of products our readers buy, the kind of cars they own, their income and purchasing power.

It is easy to get such detailed information on existing subscribers—but that is simply a starting point. We translate these findings into requirements for new readers.

You might be amazed to see the lengths to which we go in qualifying prospective readers for TIME, LIFE and FORTUNE. We have, by the way of example, mapped the relative

quality of neighborhoods of all cities in approximately one-half of the United States and this mapping process is continuing.

That kind of attention to our prospect market has borne fruit in such statistics as the fact that some 74.1% of TIME's readership today is made up of families whose heads have attended college; that 69.4% of the top fifth socio-economic group in the nation will read at least one of every thirteen issues of LIFE; and that 64,250 presidents, partners or owners of American companies read FORTUNE.

In our list research we have devised a set of ground rules which act

as check points for subscriber pre-selection. We are, more and more, attempting to define our mailing lists as follows:—

1. Where does the prospect live?
2. What does the prospect do?
3. What is his income?
4. Is the prospect male or female?
5. What are his interests?
6. Has he a desire for a product like ours?
7. Is he a consistent buyer?
8. What is his financial status?
9. What is his professional function?
10. When shall we write to him?

I don't mean to infer that we shall be able to get all of this information about every one of the people to whom we write a letter about TIME, LIFE and FORTUNE. In so far as it is possible, however, we are now attempting to select our readers on this sharply defined basis because the considerable initial effort finds compensation in terms of our extremely high subscriber caliber; and beyond that, in terms of top buying power inherent in the audience provided to our advertisers.

Possibly some of these same methods and approaches will be helpful to other direct mail advertisers.

#### Conclusions

I am well aware that some of the suggestions and proposals are highly controversial. I am well aware too, that they represent a very considerable departure from existing trade practices.

However, there are two reasons why I feel we must make a serious approach to our direct mail list problems at this time.

First, it seems to me that we must bring our direct mail results into line with our apparent direct mail readership. I sincerely believe that we can do so only in terms of maximum pre-selection of our prospect market, and in terms of complete elimination of the considerable waste factor so long an accepted part of direct mail advertising.

Secondly, and possibly of even greater importance, I believe that all of us who are engaged in sales efforts bear a special responsibility at this time.

We are all aware that the Nation's future prosperity may well depend upon our continued success in moving large volumes of consumer goods and services off our shelves and into homes across the land.

Thus, we must exert our utmost effort to successfully employ every effective sales technique.

You ladies and gentlemen in direct mail selling are fully competent to meet and conquer this obligation and challenge.



PENNIES  
put  
HERE

PAY OFF  
IN DOLLARS

Enjoy these real savings in  
your Envelope purchases



*These Envelopes are*  
**GUARANTEED**

If this seal is broken in manufacture that we give satisfaction. The customer from whom you bought them will be refunded the purchase price. If the seal is broken in use, the customer who bought them will be refunded the purchase price.

This printed GUARANTEE slip in every box of U.S.E. White Wave Envelopes protects the Merchant, the Printer and the User. It's proof of quality — assurance of satisfaction all along the line.

#### More Dollars for You

In this 144-page U.S.E. Handbook of Envelope Products and Purposes — an idea file for Users and Printers. Ask your envelope supplier for a free copy.



**Users** like the looks and feel of these crisp, *really white* envelopes — like the way they take printing, typing, ink and erasing — like the way they seal and travel and protect.

**Printers** like the smooth gum (no lumps to bust type!) — like the easy make-ready, the clear sharp printing impressions and flat, steady press-feed with perfect alignment rule after mile!

**And folks who receive these envelopes in the mail** (and millions do) get a favorable impression. You see, it takes a good envelope to travel all night and arrive fresh as a daisy!

All of which saves money for everybody — turns a few pennies into DOLLARS — PLUS! Think it over!



**UNITED STATES ENVELOPE COMPANY**

Springfield 2, Massachusetts

14 Divisions from Coast to Coast



# HERE'S HOW THESE AMAZING NEW SPOT DRAWINGS CUT AD COSTS!

## Ready-To-Use Art Work Saves Time and Money

Using spiraling art and production costs as a springboard, an Atlantic City art studio has jumped into a remarkable new spot art service that promises to pick up hundreds of clients almost overnight. Harry Volk, Jr., who developed the new service, said that the monthly fee "wouldn't run much more than a good pair of scissors or a gallon of rubber cement." He added that it would greatly improve low-budget advertising pieces while actually cutting their cost.

The new service is a monthly release of two 5 x 8 "Clip Books of Ready-To-Use Art." These are reproduced on slick Krome-kote stock and include dozens of spots on related subjects. There will be books on Announcers, Female Figures, Thrift, Mail Order, Cooking, etc. The book on Announcers, for example, will include radio announcers, barkers, newsboys, town criers, bill posters, etc.

Each book will include eight 5 x 8 sheets, printed by offset on one side of the paper. The spots will be reproduced in several convenient sizes. There will be two books issued monthly and the fee will be \$4.95 per month, which includes shipment via first class mail.

Volk noted that each spot will be visualized and finished by top-notch artists and will be rendered in line to permit substantial reduction without losing detail. He said that the spots would be admirably suited for direct offset paste-up or line engravings.

He said that he expected to get enough clients to permit the distribution, without additional charge, of valuable bonus art. The first dividend release, now in preparation, will be on the presidential election, with drawings of elephants and donkeys, as well as caricatures of the candidates.

### NOVICES CAN NOW DO SLICK PASTE-UPS

The new "Clip Books of Ready-To-Use Art" will permit trainees to prepare professional-looking paste-ups. Not only will they save time and money at the "finish" or mechanical stage, but they will permit the preparation of professional visuals.

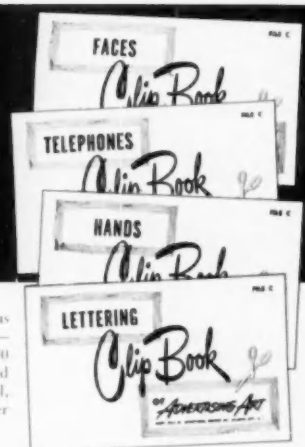
Each spot is reproduced in several handy sizes and can be traced quickly on transparent layout sheets for smart looking visuals. When the layout is approved, the spot is clipped from the book for use in the finished paste-up.

The best feature of the new service is that no additional reproduction fees are required. The subscriber is permitted to use whatever he wishes, wherever he wishes, whenever he wishes. The single fee of \$4.95 per month covers all costs, including postage.

### TOP ADVERTISERS NOW USE THIS ART

Harry Volk, Jr., who originated the "Clip Book of Christmas Art" and "National Brands Clip Book," said that his clip art has been used by Bell Telephone, Benrus, DuPont, Emerson Radio, Gimbel Bros., W. T. Grant, Gruen, Hearst, J. L. Hudson, Kraft, Macfadden, RCA-Victor, Sears, Swift, Walgreen, Westinghouse, Whelan and others.

I'm giving you this complete collection of ready-to-use art free of extra cost!



Yes, I'll give you these four "Clip Books" as a gift just for trying our new monthly service—"The Clip Books of Ready-To-Use Art"—for 30 days! You'll get all four of these books—valued at \$19.00—to clip and paste for direct mail, circulars, broadsides, house organs, newspaper and trade paper advertisements. Included are:

**FACES**—89 line drawings of faces. Men, women, children in various styles.

**TELEPHONES**—87 line drawings of telephones, men and women using them.

**HANDS**—109 line drawings of hands. Many styles—pointing, writing, etc.

**LETTERING**—96-pt. Impact Bold. 217 characters, new hand-lettered style.

Each book printed on Krome-kote in handy 5 x 8 size. Each book has eight pages and dozens of useful drawings. You get these four books as a gift just for trying our new monthly service—"The Clip Book of Ready-To-Use Art" at only \$4.95 a month! You may cancel after the first issue or any succeeding issue if you wish! Our present supply of the four gift books is limited, so request your copies today.

### Clip and Mail This Coupon To-day

**HARRY VOLK JR. ART STUDIOS  
CENTRAL BUILDING, ATLANTIC CITY**

O.K., count us in! Send the four CLIP BOOKS—Hands, Telephones, Faces and Lettering—to us free of extra cost in conjunction with a trial subscription to "The Clip Book of Advertising Art"—the new monthly service of ready-to-use spots and illustrations. We reserve the right to cancel at the end of the first month or any succeeding month, this service which costs only \$4.95 monthly, postpaid.

Firm .....

Attention of .....

Address .....

# HOW NCR COORDINATES DIRECT MAIL TO THE SALES PLAN

By George W. Head, Advertising and Sales Promotion Manager, National Register Co.

Direct Mail, like all lines of human endeavor, is based on certain fundamental principles. I think all of us understand those principles.

However, the technique of applying Direct Mail in different lines of business varies with their products and their methods of selling. And that is where the subject begins to get complex.

It therefore seems that the most constructive way for me to discuss "Direct Mail Without Guesswork", in the time allotted, is simply to tell you of the vital part that Direct Mail has played in the development of The National Cash Register Company. In other words, to present "A Case History of Direct Mail in NCR". From this you may get some ideas that you can apply with profit to your own merchandising problem.

## Part of NCR Selling Plan

Our use of Direct Mail is coordinated with our basic selling plan, which I will explain a little later. In fact, from the earliest days of NCR, Direct Mail Advertising has been recognized as "The right arm of selling". It is as much so today as it ever was.

We don't sell *machines* by Direct

Mail, but we do sell *ideas*, and thus pave the way for the sale of machines by our salesmen.

John H. Patterson, the founder of The National Cash Register Company, is credited more than any other man with having developed "the science of selling". Therefore, his opinion of the value of Direct Mail Advertising is especially significant. And the way he developed and used Direct Mail is a fascinating story that has a great message for all advertising men.

He believed so profoundly in the value of Direct Mail, on many occasions he took all the available funds not needed to meet the immediate payroll, in order to carry on a Direct Mail Campaign. He would have the advertising material all prepared for printing, then he would wait for enough payments to come in on the registers already sold so he could pay the printers for still more Direct Mail.

The results constantly confirmed and strengthened his faith in the power of Direct Mail. It was one of the major factors that built our business.

In time he acquired a mailing list of 11½ million names. He would bombard them with Advertising most of which he wrote himself.

He had a keen instinct for the practical in everything he did—an instinct that amounted to genius. There was a small butcher shop a block from our factory, owned by a simple, matter-of-fact man who had very little education. After a piece of Direct Mail Advertising had been thoroughly analyzed and discussed by the executives of the Company, Mr. Patterson would say "Now let's take it down and see what the butcher thinks about it". If the butcher understood the ad and was convinced by it, Mr. Patterson figured it was a good one.

In this way he evolved certain simple rules that were scrupulously followed in the make-up of the Direct Mail Advertising. Here are the rules:

1. Few ideas
2. Big ideas
3. But only one idea to the ad, because no ad is large enough for two ideas.

**Reporter's Note:** Here is one of the very excellent talks presented at the Direct Mail Session during the Advertising Federation of America Convention on June 11, 1952. This case history deserves a permanent place in the records of direct mail. George W. Head is advertising and sales promotion manager of The National Cash Register Company of Dayton 9, Ohio. He joined NCR in 1945, and for the following 21 1/2 years directed the operations of the Sales Promotion Department. He was appointed advertising manager in 1948, at which time the Sales Promotion Department became a part of Advertising. Since that time Mr. Head has directed the activities of both segments. Previous to joining NCR, Mr. Head had 25 years experience in the office equipment field. His methods of coordinating newspaper and magazine advertising, direct mail and sales promotion are based on highly effective experiences. He is a hard-and-fast believer in the distinction between direct mail and printed sales promotion and believes that the effectiveness of each can be enhanced through shrewd and proper coordination of the two distinct types of selling tools. You should pick up plenty of ideas from this report. It deserves the study of "top management."

4. Short sentences

4. Small words

6. Pictures tell more than words

Mr. Patterson knew that the need for his product, the cash register, was not recognized, and so no desire for it existed. Therefore he realized that he actually had two selling jobs to do. First he had to create the desire for his product. Then he had to sell his product. His job was much harder than selling something that was already recognized as needed. He decided he had to do a job of *Creative selling* through *Direct Mail*.

The only way he could convince store owners of the need for his cash register was by pointing out the weakness of operating without. He decided to do this in such a dramatic and convincing way that store owners would want to see how those weaknesses could be corrected. And he determined to use Direct Mail as the opening gun in his campaign to sell the need for his product.

The power of Direct Mail Advertising as he developed it is illustrated by this story, which is but one out of many. One day Mr. Patterson received a letter from a merchant in a small town which said: "I just got another mailing from you. Let up! I never done you any harm. Send a salesman around if you want to, but let up on those mailings".

## Cash Register

### ADVERTISING AND SALES MATERIAL

Revised June 1, 1952

#### Solded by

- Chain of Business
- Wholesale and Retail
- Distributing Material
- Appliances
- Register Division
- Progressive Material
- Material (For Mail)
- Educational Material
- Direct Mail Campaigns

Here's how salesmen are told to go after specific lines of business during a monthly period. Direct Mail first, then personal follow-up.

## ADVERTISING CLUB CAMPAIGN

— DRUG STORES —



The Direct Mail and Sales Material Library provided to each branch office, facilitates quickly finding the precise material the situation calls for.

It might interest you to know that the first piece of Cash Register Direct Mail Advertising was produced before Mr. Patterson bought the business. I am holding a copy of that folder in my hand now. It is about 70 years old, is rather crude, and does not compare with Direct Mail Advertising as Mr. Patterson developed it. Nevertheless this little folder proved the value of Direct Mail advertising. It contains testimonials from various merchants who had saved money through the use of cash registers.

Among the testimonials is one from the retail coal company owned by Mr. Patterson. He had purchased four cash registers and they had soon paid for themselves out of the money they saved. Through them Mr. Patterson

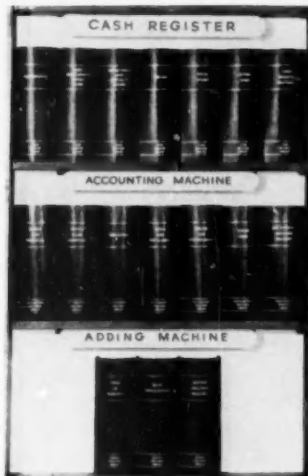
saw visions of what the cash register could do for others. Shortly thereafter he bought the small cash register business, named it "The National Cash Register Company", and thus built the foundation of the present world-wide organization.

Direct Mail advertising is a tradition in NCR that burns as brightly today as it ever did. Mr. John M. Wilson, Vice President in Charge of Sales, is one of the country's most enthusiastic proponents of Direct Mail. The result is that today in NCR we have a greater variety of Direct Mail, with more sharply developed technique, than ever before in the Company's history.

Today, the need for our company's products is recognized by the business world. But our selling methods still follow the basic principles that built this business, because they remain the most successful despite changing conditions.

We still use Direct Mail as one of our major means of preparing the way for the salesmen by pointing out to the prospect the possible weaknesses in his present system. And we still offer to show how a system especially adapted to his *present* needs will stop those losses, and give him additional protection that saves money and additional information that makes money.

Even though he already uses our products, his *business* may have changed or grown to where that particular model is no longer adequate for his present needs. Or improvements and developments on our machines since he originally purchased will enable him to get a better system for



The Advertising and Sales Material, indexed in the Sales Library, breaks down all printed material into nine categories.

his present needs. In such cases there are weaknesses in his present system compared with the ones we can furnish him today. A system that was considered *strong* 20 years ago may be a *weak* system today because conditions have changed.

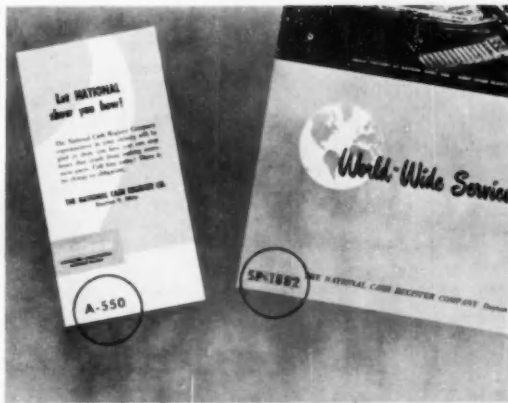
But while we continue to use Direct Mail to point out possible weaknesses, the technique of designing and using Direct Mail has improved with time and experience, and with the loadening of our line of products.

### Direct Mail Campaign

We have now organized our "Direct Mail Campaigns" by Lines of Business and by business situations.



An example of companion pieces. Right: Five direct mail pieces directed to fountains. Left: The sales promotion piece, to be shown to the prospect AFTER he has received the direct mail pieces and asked for more information.



Confusion among NCR salesmen, as regards which is direct mail material and which is sales promotion (to be used in the presence of the prospect and not mailed) is avoided by the code printed on the back page of each piece. "A-550" is direct mail advertising; "SP-1882" is a selling piece.

FROM AUTO-TYPIST FILES:

Let Ewald Mayer tell you...

# "Direct Mail Results Up 300%" with Auto-typist



Sales Mgr.,  
Safeguard Corp.,  
Lansdale, Pa.

"The Auto-typist has saved us a great deal of available typing time," says Mr. Mayer. "Our payroll is unchanged, but the volume of letters sent out has been vastly increased."

Also: "Our direct mailing results increased three times over our mailings without the Auto-typist!"



## Models To Meet Every Requirement



### Model 5030

Operates any typewriter. Permits pushbutton choice of 5-20 different letters.



### Model 5100

For smaller office. Automatic operation of any electric typewriter.

## Auto-typist

## Solves Steno Shortages

Here's how! Transfer all your routine correspondence to perforated Auto-typist rolls... let your Auto-typist automatically process each outgoing letter, retaining all the attention-getting qualities of an individually dictated and typed message. Sound easy? It is, and fast, too... one girl with Auto-typist equipment can turn out as many as 500 letters a day! Better find out about Auto-typist today.

Mail this  
Coupon today

For free Auto-typist literature and full information on the Auto-typist line.

AMERICAN AUTOMATIC TYPEWRITER COMPANY  
614 North Carpenter Street, Dept. 27  
Chicago 22, Illinois

Name

Firm

Address

City

Zone

State

And since experience shows that it takes an average of 5 mailings to impress the prospect sufficiently to sell him an idea, each of these "Direct Mail Campaigns" consists of 5 or 6 pieces, to be mailed a week apart.

There is a sequence for the mailing of these pieces that experience has shown to be most effective and we indicate this sequence to our salesmen.

We have developed nearly 60 campaigns covering our cash register line alone. (See Library Illustration)

In view of the way our business has grown it would be impossible today for a salesman to remember the contents of every piece so that he would always know which combination of pieces to use in each case. Even the titles and the covers of the pieces do not always indicate their contents at a glance—and for a very good reason.

Now here's how the system works: Let us assume that our salesman wishes to interest a food store owner in changing from a clerk-service operation to self-service operation. There is a Direct Mail campaign consisting of several pieces designed to convince him that he should consider making the change.

Suppose he wants to convince another store owner of the danger of hand-written figures. There is a Direct Mail campaign to point out those weaknesses.

He may want to convince another merchant that he is losing money through the errors of mental addition. There is a campaign for that.

If he wants to convince another that he could increase sales-per-salesperson if he had daily records of the sales of each—there is a campaign to sell that idea.

Suppose he wants to convince another merchant that he could reduce shortages if he had a way of making each salesperson responsible for his own cash. There is a Direct Mail campaign for that.

If he wants to convince another merchant that he could make more money if he had daily records of Sales-by-Departments, there is a campaign for that, too. And so on, to meet every possible situation.

Having these campaigns arranged scientifically not only eliminates guesswork. It also saves a vast amount of time for the salesman. Furthermore, it encourages him to use more Direct Mail because we make it so easy for him. It is well-known that the best way to get a man to do a thing the right way is to make it easier for him to do it right than to do it wrong.

From all this, better selections of mailings result. All these factors contribute to making more sales with less time and effort.

Now I mentioned at the start that our Direct Mail is coordinated with our Selling Plan. These Direct Mail Campaigns are among the first steps whereby we arouse interest and prove the need for our products.

Sometimes a salesman mails them before he calls on the prospect. Sometimes he leaves them after he has made the first call on the prospect. But in any event he follows up mailings with personal calls. And, in keeping with our Selling Plan, he makes calls between mailings whenever possible.

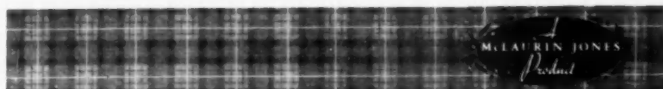
As a result of combining Direct Mail material with personal calls, the point is finally reached where the salesman gets permission to survey the prospect's present system and to recommend a better one. When that time comes the salesman is ready to demonstrate a system. He then has Sales Material to help him to supplement his machine demonstrations, to visualize the results the prospect can obtain. And this Sales Material—these systems' booklets—fulfill the promises made in the Direct Mail that we can show him a better system for his business.

Another way we coordinate Direct Mail with our Selling Plan is to re-print, each month, the various ads that we run in publications. We supply these ad reprints to our Selling organization for Direct Mail purposes.

We carry this coordination a step further. These reprints of publication ads which, as I have just said, are used for Direct Mail, are also made into large window posters for our branch offices. (Show examples).

Thus we tell a consistent story. We tell it by Direct Mail. We tell it in publication advertising which we re-print for Direct Mail use. And we blow up these ads for window display purposes.

In conclusion, I'd like to refer back to my theme... "DIRECT MAIL WITHOUT GUESSWORK". There is an old saying used by our cash register salesmen in addressing prospects: "Do you GUESS or do you KNOW if you are losing money through hidden channels?" And this theme is a basic part of our Direct Mail copy. We seek to remove the guesswork for the merchant, and—by systematized control over our own usage of Direct Mail—we remove the guesswork from our use of it.



Most businessmen are harder to reach than Garcia. Your mailing piece faces tougher obstacles than enemy sentries, steaming jungles, festering swamps.



## GOT AN IMPORTANT

But the New Improved WARE POSTCARD will carry your message through watchdog secretaries, over mountains of mail, past yawning wastebaskets, into the hands of decision-making executives.



## MESSAGE FOR GARCIA?

New WARE POSTCARD has a clean, crisp appearance that commands respect. A micro-smooth finish on both sides delivers a sharper, easier-to-read impression with letterpress or offset printing. Fine screen halftones and large solids show new life on WARE POSTCARD. Even its snap has a ring of authority.



**Yes,** New Improved WARE POSTCARD gives your mailing piece an importance too demanding to ignore. So when you have a message to carry to Garcia, depend on WARE POSTCARD to deliver it into the right hands.

## McLAURIN-JONES CO.

Makers of Old Tavern Gold and Platinum Papers, Guaranteed Flat Gummed Papers, Relyon Reproduction Paper and Waretone Mirror Finish Papers.

BROOKFIELD, MASSACHUSETTS

OFFICES IN: NEW YORK

CHICAGO

CINCINNATI

LOS ANGELES

Mills located at: Brookfield and Ware, Mass.

Grand Rapids, Mich. and Homer, La.



# HOW A WEST COAST RETAILER REVIVES INACTIVE ACCOUNTS



Meet Frances Cantonwine... who operates a direct mail service organization at 3128 East Florence Avenue, Huntington Park, California. You may as well have her telephone number... Logan 5-5479.

Frances deserves a gold palm, along with John Wolf, Trayton Davis, Jules Paglin, Gordon Morrison, et al., for really doing something about educating retailers to go after their lost (or inactive) customers. The biggest potential asset, and the largest loss factor in most retail establishments.

The Reporter has carried numerous stories on the subject this year... starting with the January issue. We'll add a short case history about Frances Cantonwine... but hope to have a more complete story later on.

Frances has a B.A. degree from the University of Texas. She studied law for two years at St. Mary's. Seven years ago, come this next December, she accidentally landed into the direct mail business. And fell in love with it. Studied everything she could get her hands on. Books and courses. Started attending direct mail conventions. Took a year's training at Los Angeles Merchandising Institute. All the while slowly building

a direct mail production plant... coupled with creative planning.

Soon she began winning awards. Well deserved awards... because her efforts were backed with unbounded enthusiasm. Last year, Frances got all "steamed up" about the possibilities of "reactivating lost customers." As usual, she studied. Traveled around the country finding out what was going on. Prepared a plan of attack. Then took off her coat, rolled up her sleeves, and went to work... to convince retailers that they were just plain dumb to allow good former customers to remain buried in dusty, neglected ledgers.

She now has a most complete production plant. Her creative talents, with assistants, are focused on retail accounts. Says Frances in a recent letter:

"We sell the customer a complete merchandising package. We won't take an account unless they agree to enter into a continuing contract, three months' minimum. We won't take their mailing list containing any names who have not had a 3547 within the past six months. Any names over six months must be sent a 3547. We then take the list and really set it up right... and every month before the next mailing goes out, that list is taken into the customer's place of business and checked against his ledgers. This merchandising plan works like magic."

By next October Convention, when Frances comes to Washington, we hope to have a detailed story from her about some of the things which have been done... but here's a brief account of one case:

She convinced the five executives of the Paradise Furniture Store in South Gate, California, to try her "experiment." A tough argument. Business was down; the place was gloomy. She got them started on the old ledger names. With extra trimmings. Here's how she explains it:

"But here's the catch. You can't just walk into a store like that and sell them a bill of goods and forget them until the next month rolls around. Every month, in addition to their inactive account campaign, we have sold them a special promotion to increase sales from their active customers.

"And we do more than that. For example, the first special promotion offered a set of dishes which we used as an "account opener". They had these dishes all stacked up on a breakfast table way in the back of the store. I walked in and asked them to set up a dining room display: washed those dishes; went out and bought a beautiful paper tablecloth, real flowers, candles and set a beautiful table for them—and did they sell dishes and OPEN ACCOUNTS. In addition, suggestions were made for rearrangement of furniture and windows, pictures were hung (straight), furniture was dusted.

"You should see that store, plus the other one in Huntington Park. They are doing good business. It is a happy atmosphere to go into. They are concentrating now on selling customers rather than furnishings, because they have learned *repeat customers mean repeat sales*.

The best ending for this brief case history is to quote a letter written June 6, 1952 by one of the executives of Paradise Furniture. Read it carefully.

Dear Mrs. Cantonwine:

When you first came in to see us with reference to a merchandising plan to increase our sales, you were told by every member of our firm we were not interested at that time in an inactive account campaign, because we did not believe it would be fruitful, due to the fact that once a customer had furnished their home, we did not believe they were as good prospects for sales as new customers would be.

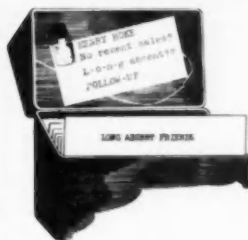
You explained to us however, and showed us statistics compiled by national research concerns, your reasons for recommending contacting our inactive customers. You stated at that time your merchandising plan would bring us \$10.00 gross sales for every \$1.00 invested in your merchandising plan, if used for a period of six months or more.

As you know, being aggressive merchants, established in this location for over 28 years and with an outstanding reputation for selling quality merchandise and service, we very skeptically agreed to try your merchandising plan on 500 inactive customers for a period of three months to determine if your plan would bring us results.

Here are the results from the three letter campaign, or a ten weeks period from the date the first letter was mailed:

Gross returns from our advertising investment from inactive customers, who had not purchased merchandise from us for





This little file card really has us disturbed....  
.....It's a warning bell, a signal warning us  
something has kept you from contacting your friends in  
the PARADISE FURNITURE STORES. What? What? IS IT?

We sincerely miss YOU. We want to know you  
are still our friendly customer.

For over 25 years now, Paradise Furniture Stores  
have been bringing happiness to families in Southern California.  
We sincerely hope the furnishings you purchased from us in the  
past made you happy too.

Most every woman possesses a natural taste for  
home furnishings. Often it's just a matter of money that  
prevents her and her family carrying out her individual taste  
of beautifying her home.

And there again, we like to feel helpful in enabling  
many women to carry out their plans at a very small cost. For  
example - right now - a THUNDERBOLT FLOOR COVERING SALE is going  
on. Wall-to-wall carpeting for as low as \$7.99 per square yard.

Let us advise... suggest... and honestly help you to  
hold down the expense. You are always welcome in our stores -  
8201 Long Beach Blvd., South Gate for your Modern and Contemporary -  
6516 Pacific Blvd., Huntington Park for your Maple.

Help us to ensure that RED SIGNAL from your word.

Your friendly stores,

*Wm. Levitt*

Wm. Levitt, President  
PARADISE FURNITURE STORES



You've been away so long, YOU have us completely in the dark.

You have a lot of friends who you've been in business in one place for  
25 years... well, when you don't see one of your good friends in a long time... you  
get concerned about them, don't you. Well, that's just the way we feel about you.  
Your friends and patronage are greatly missed at THE PARADISE FURNITURE STORES  
and we miss seeing YOU.

It could be, of course, you just haven't needed anything in the way of  
home furnishings. But, when a valued customer like you remains away for weeks at  
a time... then, it is time to get busy and find out what has happened.... go out  
and look for them.... And we're looking for YOU.

It's springtime now. Time to brighten up your home. Why don't you come  
to now - while you can still get your choice of the "specials" available during our  
25th Anniversary sale. Some of our special offerings are now on sale, we want you  
to see them. You owe your credit to already well established here. Maybe you  
might like to trade in some of your old furniture for partial down payment.

Please let this letter guide you back to visit us. We want to show you  
how much we really do appreciate your patronage... how much we're really missed YOU.

Sincerely, looking for you.

*Wm. Levitt*  
President,  
PARADISE FURNITURE STORES

6516 Pacific Blvd., Huntington Park

8201 Long Beach Blvd., South Gate

Your Maple Shop

Modern & Contemporary

Two of the letters in the Paradise effort to regain lost customers. Were offset in one color. Card  
on left was typed-in with a metal signal tab. Individualizing at right with red typewriter ribbon.

a period of six months to one year....

14%—or a return of \$14.00  
for every dollar invested  
with you on inactive customers.

We feel our close cooperation with your  
merchandising plan, plus the fact most of  
these sales came from customers who had  
been loyal to our stores for many years  
was a great contributing factor in these  
results. However, you stated you did not  
expect more than 3 1/2% returns for this  
period of time, and our own ledgers show  
that we did get more than four times that  
return on our investment.

Yours very truly

(Signed)

HENRY LEVITT

That seems to prove the point. It  
can be done! Old customers can be  
rewon with intelligently handled direct  
mail. And there's a joker in this case  
which doesn't show up in the statistical  
figures. New sales may result from  
the campaign without being traceable  
to the names used. It's true that  
furniture buyers do not purchase as  
frequently as food and clothing shop-  
pers. But the old customer who is  
remembered by letters may be more  
inclined to recommend the friendly  
store to friends. That's one of the  
hidden assets in a "lost customer"  
campaign.

## THE VALUE OF INDUSTRIAL RESEARCH

A recent bulletin of the American  
Marketing Association carried an  
interesting talk by Wallace T. Mon-  
tague, vice-president of the Norton  
Company (manufacturers of abrasives),  
Worcester 6, Mass. Subject: "The Use  
of Business Research in the Indus-  
trial Field." Not on direct mail...  
but a fascinating story of how this  
company has set up a special depart-  
ment of college and business-trained  
researchers to study every management  
problem which needs an answer.

Instead of the head of each depart-  
ment making decisions based on su-  
perficial information, the Business Re-  
search Department goes to work...  
gathering facts by study, interviews  
and questionnaires. Their findings and  
conclusions are then turned over to  
department concerned for final deci-  
sion. It's a perfect example of "fact  
analysis" and "analyzing resistance"  
described in "How to Think About  
Direct Mail."

Although most of Mr. Montague's  
talk covered case histories of tech-  
nical production and marketing

investigations... we were especially  
interested in two studies. One... to  
determine readership of employee  
house magazine, which "rumors" had  
indicated was not what it should be.  
The Business Research Department  
found that 97% of those interviewed  
read the company paper regularly;  
93% took it home; 62% read it  
thoroughly; 58% read editorials reg-  
ularly, while another 40% read them  
occasionally. The interviews also re-  
vealed what kind of material the em-  
ployees liked and didn't like.

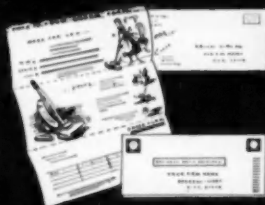
The editorial policy was adjusted  
immediately. Mr. Montague pointed  
out that here was a case where  
thorough research gave company of-  
ficials the true picture, whereas they  
might have been thrown off the  
track by listening to a few odd com-  
plaints.

In another case... the problem  
was to study the effectiveness of the  
company's advertising approach to  
architects and engineers on non-slip  
stair and floor tile. After hundreds of  
interviews... the "recommendations  
indicated needed changes in emphasis  
on advertising media—including a  
stronger swing to direct mail; better

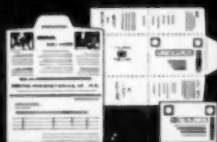


# ENVELOPES AND MAIL-VERTISING

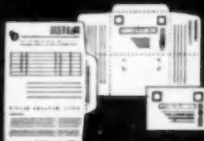
ORIGINATORS OF ...



STRIP GUM ORDER BLANK  
AND REPLY



DISPLAY-O-MAILER



DIRECT-O-MAILER



COLLECT-O-MAILER



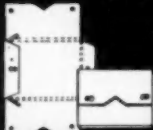
MAILING  
TUBES



ORDER ENVELOPES



TWO COMPARTMENT  
ENVELOPES



BOXLET MAILER

FOR THE  
DIRECT MAIL  
ADVERTISER

Over 1800  
different styles  
and sizes  
of envelopes  
... mailing devices  
... strip gum  
and die cut specialties.

So ...  
if it's unusual let us know!  
We probably have  
the answer.

And ...  
send for America's  
most complete catalog  
of Envelopes  
... (includes  
Packaging and  
Mailing Devices ...  
"Mail-vertising"  
Business  
Getters).

## DIRECT MAIL ENVELOPE CO., INC.

15 West 20th St. New York 11, N. Y. WAtkins 4-0500

We don't have your Envelope and Mail-vertising Catalogs ... so please send them right away ... FREE!

NAME .....  
FIRM .....  
ADDRESS .....  
CITY ..... ZONE ..... STATE .....

prepared and more comprehensive material for architectural catalogues; and the use of color when depicting the product in trade papers, catalogues and direct mail."

It's encouraging to see that management is tackling research intelligently ... and applying it not only to technical problems but to the whole field of merchandising, including direct mail.

Question: Are YOU getting all the facts you should have before deciding what you need or don't need in your direct mail?

## JUST ONE MORE LETTER MAY COLLECT THAT ACCOUNT RECEIVABLE

**Reporter's Note:** The Philadelphia Direct Mail Club has a good wrinkle for its monthly bulletins. Members take turns writing a "guest column." This past month, Harry Board of J. B. Lippincott Company, 6th & Locust Sts., Philadelphia 5, Pa. handled the assignment. Harry should be well-known by this time to Reporter readers. We've reprinted a good many of his humorous and short-short collection letters.

Some people use pressure to collect past due bills. Not me. Maybe my system only works in my business—among my customers who are doctors. Anyway, it works. It's been working for a long time. Instead of force, I go on a very simple philosophy. Call it "friendly faith" if you want to.

In spite of the Washington put-ridge, '99 7/8% of the people are honest. And I kin prove it. Nearly all of us respond to the Golden Rule. You can still catch bees with honey but not with vinegar. Courtesy, sympathy, understanding with a little humor, persistently dosaged, pays in the long run. A drop or two of the milk of human kindness doesn't hurt either.

I learned a customer was in jail. Well, that's that, I thought. Write the account off and forget it? No, I'll write just one more letter. A two page reply reached me. "I've been unjustly incarcerated," the guy said, "and furthermore I owe you only \$26, and not \$30." He paid the 26 bucks!

Another customer died. His lawyer said the estate was closed. But his beneficiary who received "just one more letter," said the account was just and the lawyer should be ashamed not to have recognized the moral principles involved. The bill was paid.

It's a lot of fun to write "just one more letter." It pays.

# A Method Of Determining Quality Of Trade Magazine Audiences Through Direct Mail

By Hercules Grasse

**Reporter's Note:** Here's an unusual case history. Nothing quite like it has ever appeared in *The Reporter* or any other advertising magazine. In fact, it's so unusual that it's hard to describe or introduce in a "Reporter's Note." So let the article by Herc Grasse, assistant advertising manager, Construction News Division, F. W. Dodge Corp., 119 West 40th St., New York speak for itself. At any rate, the method developed here should provide plenty of discussion among trade magazine publishers and those who use trade paper advertising plus direct mail. We'd be glad to hear from anyone else who has conducted similar experiments.

The just-tabulated results of an experimental mailing made under the supervision of P. S. Sherman, Advertising and Research Director some months back gave us several surprises.

They indicated much better trade magazine audiences than we believed we were reaching; and gave us an excellent basis for comparing the audiences of the magazines aiming at our prospects.

And (biggest surprise of all) this experimental mailing even made money for us—several dollars in con-

Without  
Dodge  
construction

Send on  
at

## DODGE REPORTS

CONSTRUCTION NEWS DIVISION

F. W. DODGE CORPORATION  
119 WEST 40th ST., NEW YORK 18

I. W. HADSELL, Vice President

Mr. R. Jones  
Clark Company  
123 Street  
Chicago

On my desk is over \$804,000 worth of business....  
...and a lot of it is going to

GENERAL CONTRACTORS.

New construction and alteration jobs not yet awarded and open for bids include: a \$9,600 garage alteration, a \$25,000 restaurant, a \$51,000 research laboratory and a \$65,000 hospital.

Construction of a \$95,000 industrial plant, a \$50,000 high school building and stadium, a \$70,000 renovating job for an apartment house and over \$193,000 in single family residences for owners' occupancy [for \$8,600 to \$65,000 homes] all are now open for bids from general contractors...

...and these are only a few of the jobs announced in a typical day's issue of DODGE REPORTS. They are projects on which a lot of money will be spent -- some of it perhaps with you -- for much of it is in your Area.

We'll send you reports on the kind of construction jobs you want -- business to be given to the man who knows where to get it...and we'll send you information on what is going to be built...where it will be built...who is going to build...and what to talk about to get this business for yourself.

Discover HOW how many big opportunities DODGE REPORTS can lead you to. There's no charge or obligation. Mail the card above TODAY while you're thinking about it. It's already stamped and addressed.

Sincerely,

I. W. HADSELL

IWH:ob

tracts signed per dollar spent.

The Construction News Division, F. W. Dodge Corporation, sells Dodge Reports on a contract basis to firms whose products and services are used in connection with new construction; contractors, sub-contractors, and dealers in building supplies, furnishings and equipment.

Our Advertising Department helps our 150-odd salesmen by (a) pre-conditioning these prospects through trade magazine advertising and (b) securing inquiries through direct mail.

Our direct mail goes to a list of 85,000 prospects compiled and maintained by the men in the field. We mail to this list monthly using Reply-O-Letters which our tests have demonstrated to be most productive for us.

We do not expect our trade magazine advertising to produce any great part of our inquiries, but we

do coupon every ad—to give us some idea of the quality of audience our ads reach. However, the volume of inquiries is too small to use as a reliable basis for answering four questions we found increasingly important:

1. Should we be in all the magazines we are in?
2. Should we add other magazines to our list?
3. Which magazines should we go into most heavily?
4. Is our compiled mailing list of 85,000 prospects complete, or are we missing any good prospects in our direct mail that we were reaching with our trade magazine advertising.

We reasoned that those trade magazines whose subscribers showed the greatest interest in our service and who were most readily sold would be the logical journals to carry our advertising. Since space ad inquiries

were too few in number to use for comparisons, how could we measure this interest?

A method was developed that depended on direct mail . . . not questionnaire mailing but inquiry-soliciting letters which would allow us to measure interest by volume of reply and readiness to be sold by actual contracts traceable to inquiries. (We are fortunate in being able to measure the results of much of what we do by tracing contracts to inquiries.)

We set up a program with our direct mail counsel Dick Turk of the Reply-O Products Company. The trade magazines then carrying our advertising were contacted as well as several under consideration. We requested that they allow us to use approximately 10% of the subscriber lists for the test. 12 magazines complied. Of these we were using 5 and considering the use of 7 others.

A total of 38,716 letters were released with the reply cards properly coded for each magazine. Response ranged from 4% to 12%. In all we received 2,840 inquiries or a 7% response. This was considerably higher than the usual response on mailings to our company mailing list, though the ratio of sales to inquiries was lower.

## HOW 12 MAGAZINES FARED IN A DODGE MAILING TO 10% OF EACH BOOK'S SUBSCRIBERS

Magazine	Letters Mailed	Inquiries	%	Ratio Contracts to Inquiries
A	2,993	315	10%	Fair
B	2,708	337	12%	Good
C	3,073	295	9%	Fair
D	1,442	78	5%	Excellent
E	1,442	68	5%	Good
F (List A)	3,080	274	8%	Good
(List B)	2,734	166	6%	Fair
G	4,950	254	5%	Fair
H	4,683	204	4%	Good
I	2,991	227	7%	Good
J	2,671	110	4%	Excellent
K	3,014	158	5%	Good
L	2,935	354	12%	Excellent

A - H are magazines we were using at the time of the tests.  
J - L are magazines we had not been using.

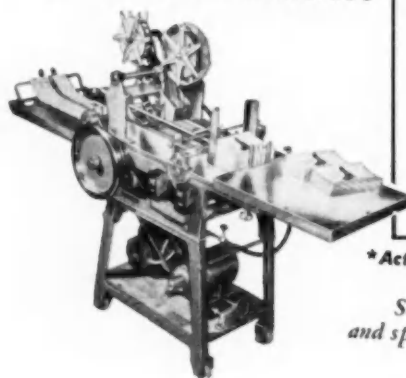
Nevertheless, the results confirmed that we certainly had a worthwhile audience in the readers of these trade magazines. Figures on all except one of the magazines then on our list justified continued use. And even in this one case the results were so close that we plan to continue with this magazine, too.

Many other interesting and valuable facts came out. Here are a few:

Of all the magazines tested, the one that showed up best in percentage of reply, ratio of inquiries to sales, and contract dollars traceable to inquiries, was one we had not been using (See L on tabulation)! . . . subsequently we added this to our magazine list.

While making arrangements for the subscriber list of Magazine H which we had been using for years, their direct

**One production method that will help you beat rising direct mail costs...**



### SEAL-O-MATIC

The advantages of using self-mailers in your direct mail campaigns are becoming increasingly evident. Rising costs make it mandatory that you take advantage of every possible economy. The use of self-mailers sealed by Seal-O-Matic sealing machines is a two-fold economy—saves actual \$\$\$ and also saves important time. The letter shop, printer or binder equipped with a Seal-O-Matic can afford to underbid any shop using old fashioned hand sealing methods . . . because one Seal-O-Matic will do the work of 15 hand operators.

Here is a simple example . . . let us say you have 30,000 eight-page folders to mail. The average hand operator can seal these at the rate of 500 an hour (to gather and stuff these into envelopes—then tuck the flaps or seal the envelopes will be even slower). The Seal-O-Matic will do the 30,000 folders @ 10,000 per hour—or only 3 hours.\* You figure the savings! In addition you save the cost of envelopes and the additional postage required.

**\*Actual job performance reports show as high as 15,000 per hour!**

*So, design your direct mail pieces as economical self-mailers . . . and specify the use of Seal-O-Matics, the completely automatic sealing machines. Write for the name of your nearest Seal-O-Matic Sealing Service.*

**SEAL-O-MATIC MACHINE MFG. CO., INC.**  
401 Chestnut St., South Hackensack, New Jersey

mail department suggested that we test a sister publication, Magazine I, which we had never used. Though the response from Magazine H was good, the response from I was much better. The publisher's advertising department had missed a good bet and an "assist" should go to their direct mail manager.

Magazine B and Magazine C are rivals in the same industry. B (which we had not been using) showed up considerably better than C (which was on our list). Although we added Magazine B, C's showing was still good enough to warrant continued use.

The tests also indicated that there is room for improvement on our own mailing list. It gave us ammunition to convince our men in the field that their individual list should be enlarged to cover more worthwhile prospects.

To summarize these results, we have found:

1. We have a much higher percentage of qualified prospects among subscribers to trade magazines than we had hoped for.

2. We should enlarge and improve our company mailing list.

3. We now have a method for measuring and comparing the quality of subscribers to magazines aiming at our prospects.

4. Using this method cost us nothing. The test mailing even made money for us—returned several dollars in contracts for each dollar spent.

There's a certain guy (whose name we will mention publicly one of these days unless he mends his ways) running a crusade against direct mail. He has gone to expense of printing the following copy on a card which he mails to those sending him direct mail:

**TO THE KEEPER OF THE MAILING LIST**

Please remove from your company mailing lists the name and address shown below or on your address label attached. Our mail box is getting so heavily cluttered up with advertising matter that we are unable to find time to read it and must therefore request you and others to STOP delivery to us of any more non essential mail. NO LONGER INTERESTED IN YOUR PROPOSITION. Please cooperate. Save your stamps. Save our time.

We wonder if the gentleman in question writes to the publishers of all the magazines and newspapers he reads... asking them to delete the advertising because it is non-essential reading?



## WANT LONG RUNS?

**Big jobs, little jobs,** any kind of duplicating—Colitho is the password that gives you that magical combination of fine quality and economy.

Time is money and you waste none of it pre-treating Colitho Plates. They get going immediately—give you good copies right from the start. (Saves paper, too.)

Colitho Plates aren't the kind that have to be pampered, either. Handle them like any sheet of paper. You don't have to worry about fingerprints and smudges. Fold and mail Colitho Plates if you want to. The copies will still sparkle.

Long life is another Colitho characteristic that assures you of all the copies you need—plus good, long runs from the same plate.

Letter work, bulletins, reports,

folders and other literature produced with Colitho Plates and Colitho Offset Duplicating supplies have a quality look that's noticeable. So, no matter how you add up all your duplicating requirements, the answer still comes out—Colitho!

Attach the coupon to your business letterhead and we'll promptly send you free samples of Colitho Plates, plus a copy of the Colitho Manual.

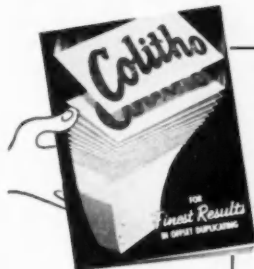


COLUMBIA RIBBON & CARBON MFG. CO., Inc.  
\* 194-7 Herb Hill Road, Glen Cove, L. I., New York

# Colitho

### OFFSET MASTER PLATES

Colitho plates and supplies make any offset duplicator a better duplicator.



COLUMBIA RIBBON & CARBON MANUFACTURING CO., Inc.  
194-7 Herb Hill Road, Glen Cove, L. I., N. Y. L. M-7  
Please send me a copy of the Colitho Manual and samples of Colitho Masters.

Name \_\_\_\_\_  
Title \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_  
Make of Duplicator \_\_\_\_\_ Model \_\_\_\_\_  
Plate Size \_\_\_\_\_ Clamp Style \_\_\_\_\_



# HOW I BUILT A MAIL ORDER SUCCESS ON \$50

By Ray Whitaker

Thank you, Henry, for the excellent counsel found in your REPORTER. It is rich in ideas that have helped me immensely the past five years. First was introduced to you and the REPORTER at Cleveland, Ohio, Convention in 1947. Eyes were opened then to color in advertising and several mechanical aids that have helped us grow.

After going out 'broke' I scuffled for fifty bucks in March 1942 and watered an idea that had been nudging me for fifteen years while working for others. That fifty has been parlayed in ten years to a mail order business of over 10,000 customers. Dollar volume in 1951 of \$161,000. Over 125 jobbers. One in Honolulu.

An interesting angle as to how it was jostled into the mail-order route is gas rationing in June 1942. With the fifty bucks I bought raw materials and manufactured a meat stabilizer. Mixed and labeled on weekends; sold it from my car the rest of the week in Iowa. When gas was rationed I had some mail-order cards printed and told customers to send the card or some gas coupons. If they would send coupons I would call—otherwise, send a card. They understood. They sent the card. I stayed home with "mamma". Mixed more stabilizer. More time for breakfast and reflection on the day's program.

## More Business Than Ever Before

Then, being an opportunist, I wondered 'why not let the other 47 states avail themselves of the good product MANAH' (that is its name). So, having a warm spot in my heart for Oklahoma, since my first job was here in 1918, I bought the 'phone books for Tulsa, Muskogee and Oklahoma City. They nibbled. They repeated. Believe I could quip that gas rationing 'put me on my feet'. It is a matter of record that I netted 53 Gs in 1950 and 44 in 1951. Going broke gave me a diploma in thrift and how not to let the other fellow bank my money.

Two factors in 1947 caused the steam ahead. As before mentioned, the DMAA Convention at Cleveland. The other, an idea from a friend who publishes MEAT MERCHANDISING in St. Louis, was a program of THINK BIG supplemented with ORGANIZE, DELEGATE AND SUPERVISE. This program has enabled me to travel the entire United States, saying thanks to customers, fish in Florida, bathe at Hot Springs, angle in Minnesota and Canada, besides many, many other visits. Time spent at my office averages about two hours a day.

From 1947 to date, sales have doubled every year. That may sound fantastic but it is true. Up until now I have shielded these figures to avoid competition. Now it does not matter since the tax nick caused me to devote this year to reflection. More machinery, less employees. Four employees and modern machinery is doing the job; looks like more 'take home' money for employees and me this year. Employees will receive 6% of net profit.

If you are worrying about my suffering from the heat here, don't. My Cadillac is air-conditioned with a refrigeration unit. Keeps it at 70 degrees. Cools four cans of beer in the trunk. Keeps two large steaks cold.



also, that I buy from my customer about 4 P.M. when traveling. At 6 P.M. I apply a steak seasoning and tenderizer (another invention) and live on the 'fat of the land'.

For your edification, I am sending you a jar of it. Carry it when you travel. It is a gourmet's delight for it keeps the steak deliciously juicy, flavors it to taste more like steak than it did before... and, if it needs it, will tenderize it too. Its name is TOK... means 'Thanks' in Scandinavian. When you travel, apply the TOK yourself. Waitress will always gladly escort you to the chef who is proud of his clean kitchen (don't eat if they won't). The big payoff is that the chef will pull for you a larger, choicier steak when you are watching. Tender meat insurance, I call it.

Am debating whether to come to the DMAA at Washington this year. Hope I can, just to thank you and others for the help I received in 1947.

One of the most essential needs for a successful mail-order business is the ability to speak. I am a charter member of the Toastmaster Club. Have had five courses in speaking. This enables a person to write a better letter (it was really terrible before), make a better 'phone call, instruct employees, or do the dozens of things that require talking and listening.

At some future DMAA convention they might like to hear my story of how lazy folks down south do it the easy way. You know the definition of poor folks in Oklahoma: The ones who wash their own Cadillacs.

That's all now.

Cordially,

WHITAKER MANAH

(Signed) Ray WHITAKER

Ray Whitaker . . .

Reporter's Note: We like to get letters from Reporter readers . . . especially when they are as interesting as this one from Ray Whitaker of Tulsa, Okla. If a DMAA Convention and The Reporter can stir up this much enthusiasm . . . the Shoreham in Washington should be bulging with delegates. When we wrote to Ray, thanking him for TOK and asking for his picture . . . he replied that he's decided to come to Washington and will take us on a ride in his air-conditioned Cadillac.



# MEMO:

*From:* The Reporter of Direct Mail Advertising

*To:* Direct Mail Producers and Suppliers Everywhere

THERE ARE THREE GOOD REASONS WHY YOU'LL  
WANT TO ADVERTISE IN OUR COMING CONVENTION ISSUE

1 Washington will be the scene of the 35th Annual Conference of the Direct Mail Advertising Association and the 31st Convention of the Mail Advertising Service Association. From an industry standpoint, it will be an opportune time to make a big splash . . . show Washington that direct mail is as big as it really is . . . a billion dollar medium used by nearly every, single business in this land of ours.

2 The Conferences will draw an enormous crowd of idea seekers, which means more than normal circulation for the Feature Issue . . . over 6000 copies (rates based on 5000). Copies will be on hand at both MASA and DMAA shows.

3 Reporter editorial will again be devoted entirely to a single subject. It will be based on a six months' study of business, . . . will show how well direct mail is seen and read by recipients, its importance to business in dollars and cents, how much is being spent in specific cases. Its far-reaching objective is to give a report to management on the still untapped power of direct mail. For the "doers" in direct mail the feature will be a field-day for ideas.

✓ Closing date is August 20th. Magazines will be mailed on or before September 12th, to reach our 5400 subscribers a week before they leave for Washington. Regular rates apply. It's not too early to make space reservations, so do something about it now!

Hilton Avenue

Garden City, New York

## THE REPORTER OF DIRECT MAIL ADVERTISING

The only magazine of Direct Mail Advertising

### 1. GENERAL ADVERTISING

SPACE	1 Time	6 Times	12 Times
Full Page	\$190	\$180	\$170
Two Thirds Page	150	140	130
One Half Page	120	115	110
One Third Page	100	90	80
One Sixth Page	50	45	40
One Inch	10	10	10
Back Cover	250	225	200
Center Spread	425	390	365
Bleed page . . . \$15 additional. Color . . . \$45 each additional color . . . each additional page in same form \$15. Preferred position . . . \$15. Inserts . . . page rates apply . . . add \$50 for backmatter, if single			

### 2. CLASSIFIED

- a. Rates for wanted—5
- b. Rates for classified—\$1.00 per 12 lines, 75 3 lines.

### 3. DIRECT MAIL

Listings: 1 line 5

### 4. COMMISSION

- a. Agency commission
- b. Cash discount
- c. Cash discount of 10%



## This Newly Promoted Executive Wants Success

So do the 6,000 others like him . . . who are moving up and who'll step into new positions this month. They'll be sensitive to new ideas . . . interested in business and current affairs . . . alert for helpful services . . . wide awake to time-saving product suggestions. They'll be receptive to ALL mail crossing their desks.

A rich market! A continuing market . . . one that CREATIVE MAILING SERVICE replenishes month after month. You can test or use the 80,000 Newly Promoted Executives gathered over the past year or you can arrange to use this list on a monthly basis . . . \$15.00 per M addressed.

Write, or better still, phone us for further information about this list. At the same time we'll tell you about our other lists.

**Other CREATIVE Lists**  
 490,000 Rated Business Firms—U.S.  
 50,000 Rated Business Firms—Canada  
 205,000 Rated Manufacturers and Wholesalers  
 1,000,000 Wives of Executives

**CREATIVE MAILING SERVICE, INC.**

460 NORTH MAIN STREET • FREEPORT, NEW YORK

Call  
 Freeport  
 9-2431

## A LETTER FROM GERMANY

**Reporter's Note.** Letters bring the world to the desks in our offices in a relatively tiny spot called Garden City, New York. The letters are on all kinds of subjects . . . not exclusively direct mail. All are interesting because they reflect the thinking and doings of the many different kinds of people who read *The Reporter*. This month we'd like to share with you a most provocative letter from an old friend who some years ago went back to his native Germany. He is still a citizen of the U.S.A. He still wants the U.S.A. to do a good selling job for democracy.

His ideas reached sympathetic eyes here . . . because in the April 1951 *Reporter* (page 18) we blasted "*Washington Confidential*" as a biased, unfair report of two snoopers who dug through the midnight mud . . . and ignored the decent pictures revealed by the cleaner sunlight. Henry Spier thinks our enemies make capital out of some of our stupid, money-mad promotions. Perhaps you will agree. At least his letter will make you think.

Buckeburg, April 17th, 1952

Dear Mr. Hoke:

Thank you for your kind note of March 11th. It is good indeed to get an encouraging word here and there. By regular mail I have forwarded another copy of my "Letters" and if you find somebody to read it, I consider myself amply rewarded.

I hope I don't impose on you by sending the enclosed advertisement from the March 16th edition of the *Times Book Review* concerning "*U.S.A. Confidential*". It gives me a pain in the stomach. To be sure, I know my "Bill of Rights". I also know that back home the right to speak and write what one feels like is considered one of the cornerstones of democracy. However —! Books as those written by Jack Lait and Lee Mortimer hardly can be called good ambassadors for our country. They certainly do not create good will towards the U.S.A. and my impression is that we need much, very much of just that. There isn't much love for America to be found in this part of the world; little in Germany and perhaps less in France. Everybody here can tell you. And magazines are beginning to print stories about American arrogance, decadence or even atrocities committed before or after the unconditional surrender.

You no doubt have read "*Washington Confidential*". Last summer "*Der Spiegel*" (a poor copy of "*Time*" and mostly dealing in scandals) published a long comment on that book, making it appear an authoritative confirmation of the "fact" that there is no honest man in Washington and that the capital of the U.S.A. is a big bordello, more or less. The point I am driving at is that books like this one go over big hereabouts: "Don't they themselves admit that their democracy

stinks?" or "Where do they get the nerve to come over here to re-educate us?" Or questions and remarks in that vein. As "Life" but the other day pointed out: They are talking tough again. Tough not only in bargaining with the Western Powers—for which I don't blame them—but tough in conveying the impression that Adolf—well, he made mistakes but who are the Americans to go around looking for the big bad wolf!

And now the enclosed advertisement! I hope you find time to read it. As for me I can picture a German editor or a German correspondent over there taking it as a "Leitmotiv" for a juicy and sarcastic story about American democracy, about the form of Government which is held up to the Germans as the only possible solution for their political mess.

Now you will ask me: what of it? What do you want me, a busy editor to do about it? I am not so sure that I know it myself. But I would wish that you could think of, someone, some man or some organization somewhere in the U.S.A. qualified and willing to tell men like Lait and Mortimer or the Crown Publishers that besides making money from disclosing vice and corruption they also have the obligation once in a blue moon to write and to publish a "daring, explosive" book which would show the U.S.A. from a different, a more commendable side; telling about its hard working and honest people and bringing into circulation other names than such of the Al Capone kind (names which here in Europe are not far from becoming synonymous for the American kind of democracy). The exposition of vice just for the sake of exposing I consider a poor service to our country. We undisputably are the greatest nation if it comes to advertising. But in the field of propaganda for ourselves as a nation, and now as a leader of nations, we certainly manage to give the other side all the ammunition they want.

Yes, we have more than a dozen of American houses here in Western Germany (I am not so sure that the money spent for them is bringing interest). We have Yehudi Menuhin and the Harlem Globe, Trotters here spreading good will. And we have McCloy, U.S. units, organizations and private citizens doing so much here to build a bridge of friendship between the two people. But whatever they accomplish, books like those written by Lait and Mortimer can do more harm than Congress can vote money to

**Picture of with an a man IDEA!**

Pretty clever lad, that Jurgenson. (That's him on the southeast end of the see-saw). Leave it to him to come up with the exactly right idea that can make a tough problem easy as fallin' off a log... or balancing an elephant, as the case may be. Even at that, "Jurg" is no different than the rest of the gang at Garden City. They're all envelope experts! Got a tough problem? Need a new, different, off-the-beaten-path idea? Need terrific service, in a terrific hurry? Just call G. C. It's as easy as that!

## SPECIALISTS IN ENVELOPES AND OUTSTANDING SERVICE

CORRESPONDENCE & SOCIAL  
POSTAGE SAVER & WINDOW  
AIR MAIL & BUSINESS REPLY  
SPECIAL RETURNS

REMITTANCE  
OPEN SIDE BOOKLET  
OPEN END CATALOG  
OFFICE USES & MAILING

These are but a few of the many envelope and envelope products available to you.



**GARDEN CITY ENVELOPE COMPANY**

3801 N. ROCKWELL ST. • CHICAGO 10, ILLINOIS • PHONE CONNELIA 7-3800

## The MULTIPRESS

UP TO 50,000 IMPRESSIONS DAILY  
A Combination 3 in One

### ENVELOPE, SMALL JOB and IMPRINTING PRESS

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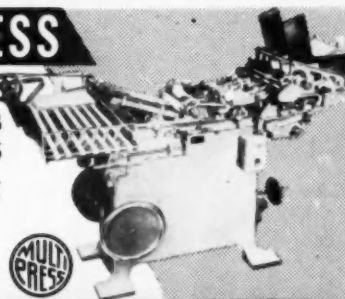
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Advertising literature, labels, catalogs, cartons, etc.

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My check for \$..... is enclosed.

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STREET .....

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# ART WORK



By AIR MAIL

SKETCHES, DUMMIES AND DRAWINGS direct to your desk by mail from my studio at home. Complete personal service at moderate cost. Write for free booklet showing direct mail pieces I have designed.

**RAYMOND LUFKIN** 116 WEST CLINTON AVE.  
TENAFLY, NEW JERSEY



## No. 4 of a series

NEW YORK  
BOSTON  
CHICAGO

YES... I would

**THE REPLY-O-LETTER**  
150 W. 22nd St., N.Y. 11, N.Y.

J. J. Kent  
1234 River Rd.  
Hometown, U. S. A.

Reply-O Letter is versatile! See the many ways it is used by A. B. Poe of

**THOMAS A. EDISON, INCORPORATED**

"In checking...our own mailing lists...we received almost 50% replies. This will undoubtedly increase since the returns are coming in at a steady rate."

"A mailing to new customers asking how our products were used in their equipment was extremely valuable in giving us information for use in our advertising."

"A mailing to the Institute of Radio Engineering list produced better than a 15% reply. Replies from Reply-O Letters come in over a longer period and I believe this can be attributed to the fact that the reply card is an integral part of the letter and stays with it until the reader is ready to act."

Advertisers such as The New York Times, Air Reduction, Procter & Gamble, New York Life, Simon & Schuster also turn to Reply-O Letters for a great variety of direct mail uses.

We'll gladly send you samples and a copy of our booklet, "IT WAS ANSWERS HE WANTED."

*The Reply-O Letter*

THE REPLY CARD (or envelope) IS "IN" THE LETTER

Phone nearest sales office—or write  
**REPLY-O-LETTER**  
150 W. 22nd St.  
N.Y. 11, N.Y.

counteract it. Yes, they are happy to get our dollars in any manner, shape or form, but what we need is respect and admiration for our kind of system, for our ideas of life, liberty and the pursuit of happiness. Liberty not as a license to go about slinging mud but as an obligation to be worthy of all the things our country stands for. Of the Lait and Mortimer kind there are enough people loose here in Europe who can tell you that the Americans are decaying and lacking in culture and national discipline.

You'll ask: so what? Absolutely nothing. I just had to tell someone what I think of the above mentioned journalists. And if I was inconsiderate enough to choose you to be the target of my angry reactions, I offer my sincere apologies.

Kindest regards,  
(Signed) Henry O. Spier

## WORDS . . .

"There is a fascination in the mere sound of articulated breath; of consonants that resist with the firmness of a maid of honor, or half or wholly yield to the wooing lips; of vowels that flow and murmur, each after its kind; the pre-emptory "b" and "p", the brittle "k," the vibrating "r," the insinuating "s," the feathery "i," the velvety "v," the bell-voiced "m," the tranquil broad "a," the penetrating "c," the cooing "u," the emotional "o," and the beautiful combinations of alternate rock and stream, as it were, that they give to the rippling flow of speech—there is a fascination in the skillful handling of these, which

# LISTS

that sell more, faster

**Industrial List Bureau**

45 Astor Place, New York 3, N.Y.

# PIONEER-MOSS

PHOTOENGRAVERS SINCE 1872



the great poets and even prose-writers have not disdained to acknowledge and use to recommend their thought."

If you are a letter writer or advertisement writer, learn to make your thoughts and sentences romp and call and persuade and thrill and picture the things you are talking about . . . with words carefully, thoughtfully chosen.

Sell more, persuade more, inform and picture, with selected words. Oliver Wendell Holmes wrote the word photograph of sounds of letters, above. Memorize it, work at the idea, master it, use it always . . . until you retire.

From the always good monthly bulletin of The American Business Writing Association: C. R. Anderson, Secretary & Editor, University of Illinois, Urbana, Illinois.

## GETTING REACTIONS FROM HOUSE MAGAZINE READERS

The Smithtown Printery, Smithtown Branch, Long Island has been issuing a 3 3/4 by 1 1/4 inch, 16-page house magazine for sometime. It is called "The Pocketbook." Promotes four local newspapers owned by proprietor Lawrence F. Duetzman. Quite a number of breezy jokes.

The reply postal card included with the December 1951 issue was likewise breezy. It asked the readers to vote on their reactions and warned that those not replying would be "eliminated."

Here is a list of the items to be checked.

Read it. Continue sending.  
Sometimes read it. Continue.  
Seldom read it. Cease sending.  
Never read it. Cease.  
Can't read.  
Take it home.  
Never take home.  
Find useful advertising information in it.  
Don't find that.  
Alleged humor smells.  
Sorta like the smell.  
Better bury it, deep.  
Address is correct.  
Plus space for correcting address.

"How to Think About Direct Mail" . . . a booklet designed to broaden your use of direct mail . . . \$1.00. There are 49 ways to put direct mail to work. How many are you using?

## CLASSIFIED ADVERTISING

Rates: \$1.00 per line—minimum space 3 lines. Help and Situation Wanted Ads—50¢ per line—minimum space 4 lines. Write The Reporter, 53 1/2 Hilton Ave., Garden City, N.Y.

### ADDRESSING

#### OUR LISTS ARE FREE

Retailers - wholesalers - manufacturers  
Banks - churches - institutions  
We charge only for addressing  
SPEED - ADDRESS KRAUS CO.  
48-01 42nd Street  
Long Island City 4, N. Y.

Envelopes, postals, addressed, type-writing, advertising stuffed, sealed, stamped and mailed, reasonable rates.  
Central Advertising Service, 1824 Cambridge Ave., Sheboygan 3, Wis.

### ADDRESSING — TRADE

M. Victor—Addressing for the Trade  
Rapid Service - Unlimited Quantity  
Large Staff of Expert Typists  
130 Flatbush Ave. Brooklyn 17, N.Y.  
STerling 9-8003

### ADDRESSOGRAPH PLATES

Speedumat plates embossed, three-line, on genuine Addressograph Alloy. \$30 per thousand complete. Write for quantity discount.

Advertisers Addressing System  
706 Chestnut St. St. Louis 1, Mo.

### ADVERTISING AGENCIES

SELL YOUR PRODUCT WITH pulling mail order, agent ads.  
We show you how.  
Martin Advertising Agency  
15P E. 40th Street, New York 16, N.Y.

### DO YOU MAIL TO SHORT LISTS?

You can afford better styling, better copy even on small-scale direct mail efforts when you get big-league help from Ad Scribe, North Canton, Ohio. Write for work-by-mail Folio 77.

### ENGRAVERS

SAVINGS UP TO 30% ON ENGRAVING! Leading Philadelphia publication engraver can save you money on halftones, line work. Manhattan pickup and delivery service. Call MU 2-1723, or write Basil Smith System, 10th & Cherry, Philadelphia for prices and information.

### FOR SALE

ADDRESSOGRAPHS—We have 8 we don't need. Different models. Also B and CB plates, frames. Will sell well under market. G. Harold, Publisher, Exchange Building, Nashville 3, Tennessee.

### HELP WANTED

DIRECT MAIL EXPERT wanted to manage Advertising Dept. of small, rapidly growing machinery firm. P.O. Box 4, College Pk. Station, Detroit 21, Michigan.

MAIL ORDER SPECIALIST to assume responsibility for entire DIRECT MAIL program for national service organization. Qualified to create, test, systematize and analyse mail order program. Experienced in creative writing, rough layout and economical production. Interested in occasional travel. Headquarters in NYC.  
Write Box 31, The Reporter, Garden City, New York.

Salesman with Direct Mail following. Medium sized Letter Shop with complete facilities for Letterpress and Offset offers excellent opportunity for qualified individual. Liberty Letter Service, 333 West 52nd Street, New York 19, Circle 5-8250.

### HELP WANTED — FEMALE

Direct mail supervisor with experience to build extensive and complex mailing lists from scratch by rapidly growing chemical company in Delaware. Future can grow to manager of direct mail and billing section of advertising department. Address replies to Box 32, The Reporter, Garden City, N. Y.

### LETTERS

If you're interested in improving your letter writing . . . send for "How To Think About Letters," by Howard Dana Shaw. \$1, to The Reporter, Garden City, N. Y.

### MAILING MACHINES

Hand and Electric Addressographs. Graphotype Models 6340 and 6280. BARGAINS ON ADDRESSOGRAPH TRAYS. Elliott addressing machines. Models 800-1500 & 3000. 27-53 drawer cabinets. SAVER & WALL-INGFORD, 147 West Broadway, New York 13, New York, WOrth 4-0520.

### OFFSET CUTOUTS

Promotional headings, illustrations, cartoons, symbols, borders, panels, holiday art, type fonts, decoration, for offset reproduction. Most complete service in U. S. Free descriptive booklet. A. A. ARCHBOLD, Publisher, 1209-K S. Lake St., Los Angeles 6, Calif.

### WANTED

Addressograph frames and trays — used — large quantity wanted. Write or telephone Mr. Goldstone, 79-55 Albion Avenue, Elmhurst, Long Island, New York, HAvermeyer 4-7272.



## MAKE 'EM LAUGH!

Friendly prospects buy quicker. Make yours laugh with the "Let's Have Better Motives" monthly mailings. Unusual — effective — economical — exclusive. Write for details on your business letterhead.

FREDERICK E. GYMER

2125 E. 9th St. Cleveland 15, Ohio

**Genuine GLOSSY PHOTO PRINTS** AT ONLY 1¢  
 Perfect for ADVERTISING, PUBLICITY, PROMOTION!

Many Leading Agencies & Advertisers Use Our Service!

	per 100	per 100	1000 or more
2 1/2 x 3 1/2	2¢ ea.	1 1/2¢ ea.	1¢ ea.
2 1/2 x 4 1/2	2 1/2¢ ea.	2¢ ea.	1 1/2¢ ea.
4 x 5	3¢ ea.	2 1/2¢ ea.	2¢ ea.

Every detail and highlight of your product faithfully produced in our life-like prints! All prints made with white border on full weight, graduated variable contrast enlarging paper by a new method—using latest high production equipment! 1 Week Survival Copy Negative from Your Photo only 75¢. Express Check with Order Plus 10% for handling, shipping.

**NATIONAL PHOTO REPRODUCTIONS**  
 New Hyde Park, N. Y.

**Envelope Specialties**

DIRECT MAIL COMBINE - VELOPES  
 ORDER-VELOPES - COMBINE-FORMS  
 WRITE FOR SAMPLES

**THE SAWDON COMPANY, INC.**  
 484 Lexington Ave., New York 17, N. Y.

**LOOK TO THE LEADER**  
 ... for the Finest  
**Rebuilt Multiliths & Davidsons!**  
 Every Press Carries New Machine Guarantee  
 Contact Us Before You Buy  
**Specialists For Over 38 Years**  
**Tom Darling**  
**ADDRESSING MACHINE & EQUIPMENT CO.**  
 326 Broadway, New York 7, N. Y.  
 MA 6700 2-6700

**FREE** Copy of our new price list on Offset Supplies, Equipment, Mimeograph Supplies, Printers Equipment, Office Supplies, etc.

**PENGAD CO.**

R-7 Pengad Bldg. Bayonne, N. J.

## AUGUST ISSUE . . .

Will carry Convention Report on 30th Conference of National Industrial Advertiser Association. Included will be many outstanding case histories. Wait for it.

## SHORT NOTES DEPARTMENT

(Continued from Page 10)

(through an affiliate, Berkley Machine Co.) You can now lease from Tension a simple, fool-proof attachment which will key or code your reply form at same time machine operates without affecting speed. This eliminates the necessity of carrying an inventory of keyed return cards or envelopes. Should help to counteract increased postage costs for the big mailers.

□ IF INTERESTED IN RESEARCH (also see page 23) write to Richard Manville, 230 Park Avenue, New York 17, N. Y. and ask him to send you his latest 28-page mimeographed report, "Twelve Case Histories... Greater Profits Through Market Research." It's a great job... and very enlightening. You'll get a kick out of Case History No. 5, which was a research to determine in advance whether recipients of a proposed "foreign motif" campaign would be unfavorably impressed because of international situation. Worth studying... this research business.

□ INTELLIGENT HANDLING of a difficult explanatory job is a good description of recent mailing by Ross-Martin Company, Box 800, Tulsa, Okla. Write to Ralph Curtis and beg him to send you his self-mailing catalogue No. 152—"Production Reporting Forms." You'll get inspiration out of the way Ralph has carefully explained, step-by-step, the advantages of his product... and has made ordering easy.

□ SEARCH IS ON for the top 25 Canadian Direct Mail Leaders. As usual, contest is being sponsored by Provincial Paper Company, 388 University Ave., Toronto 2, Ontario, Canada. Get rules and entry blanks from Public Relations Department. Entries close October 1. Five awards are made in each of five classifications: (1) Single direct mail pieces; (2) Direct mail campaigns; (3) Catalogues; (4) Internal and external house organs; (5) Calendars. Limited strictly to Canadian firms.

□ CAN DIRECT MAIL BE USED to sell hard-boiled buyers in department stores? Martin Vogel, asst. sales promotion manager of Gotham Hosiery Co., Inc., 200 Madison Ave., New York 16, N. Y. sent us examples of what his company is doing. Attractive, well plan-

ned brochures outlining to buyers the future plans for promoting hosiery and lingerie sales; personalized invitations to style shows; personalized, simulated handwritten introductions to traveling (pictured) representatives. Purpose of campaign, according to Martin Vogel... "to be informative, to be personal as often as is possible, and to do a pre-selling job on our customers. This paves the way for our salesman's call."

□ H. R. 7852 is a bill before Congress to restore the old parcel post size and weight limits. If you are bothered by the new rules and regulations (and who isn't?) write to your representatives. Put on the heat!

□ A CONTEST is being conducted by Match Industry Information Bureau, 1 East 43 Street, New York 17, N. Y.... to discover the best users of book matches for advertising. Rules and entry blanks may be obtained from office above. Closing date is September 1, 1952. Many companies (particularly insurance and real estate firms) have used periodic mailings of cartons or "sleeves" of book matches to keep their promotional messages before prospects. There are a few Reporter readers who should enter this campaign... for the samples we have seen are very effective.

□ SMALLEST HOUSE MAGAZINE is "Miniaturesque." Always enjoy reading it. Twelve pages 3 by 4 inches. It is wonderful how much readable information and entertainment can be crowded into such a small page size. If you would like to see a sample, write to Miniature Precision Bearings, Inc., Keene, N. H.

□ DIRECT MAIL IS WONDERFUL when you consider all the possible variations in format. And the really smart promoters go to all sorts of extremes in working out intricate details. Some sort of a gold palm should go to Admiral Advertising Agency, Inc., 25 East 21 Street, New York 10, N. Y. for a promotional folder mailed to 7500 interior decorators in behalf of Scalaman & Silks, Inc. Folder contained tipped-on colored pictures of various rooms in White House with swatches of fabrics used in refurbishing each room. Pictures were obtained by clipping 7500 purchased copies of New York News photo section. "Fabric swatches" at the plant did the enormous collating job. Another gold palm for "attention to detail" should go to Ad Manager John Mannion at Austenal Laboratories, Inc., 5932 Wentworth Ave., Chicago 21, Ill. A mailing to 65,000 dentists, carried, among other things, a 3 by 5 index file folder which contained six actual

# DIRECT MAIL DIRECTORY

LISTINGS ONE LINE PER ISSUE, \$10.00 PER YEAR

## ADDRESSING

Archer Business Services.....5054 1/2 Archer Ave., Chicago 32, Ill.  
Clear Cut Duplicating Co.....120 Greenwich St., New York 6, N.Y.  
Creative Mailing Service.....460 No. Main St., Freeport, N.Y.  
Fair Mail Service.....417 Cleveland Ave., Plainfield, N.J.  
Star Typing Service.....45-21-162nd St., Flushing, N.Y.

## ADDRESSING MACHINES

Saver & Wallingford.....147 West Broadway, New York 13, N.Y.

## ADDRESSING - TRADE

Shapins Typing Service.....68-11 Roosevelt Ave., Woodside, N.Y.  
M. Victor.....130 Flatbush Ave., Brooklyn 17, N.Y.

## ADVERTISING AGENCIES

Institute of Sales Promotion.....131 Lafayette Street, New York 13, N.Y.  
Martin Advertising Agency.....15PA East 40th St., New York 16, N.Y.  
Harry Volk, Jr.....Central Bldg., Atlantic City, New Jersey

## ADVERTISING AGENCY PERSONNEL DIRECTORY

McGraw-Hill Pub. Co., Inc.—Sales Service.....330 W. 42nd St. N.Y. 36, N.Y.

## ADVERTISING ART

John Guthrie.....1345 Green Court, NW, Washington 5, D.C.  
Raymond Lufkin.....116 West Clinton Ave., Moline, Illinois  
Trapkus Art Studio.....349 Tenth St., Moline, Illinois

## AUTOMATIC TYPEWRITERS

Amer. Automatic Typewriter Co.....610 N. Carpenter St., Chicago 22, Ill.  
Robotyper Corporation.....125 Allen Street, Hendersonville, No. Car.

## AUTOMATIC TYPEWRITING

Ambassador Letter Service Co.....11 Stone St., New York 4, N.Y.  
Arrow Letters Corp.....307 West 38th St., New York 18, N.Y.  
M. E. Gishman.....140 East 40th St., New York 17, N.Y.

## BOOKS

Horan Engraving Company.....44 West 28th St., New York 1, N.Y.

## BUSINESS CARD SERVICE

R. O. H. Hill, Inc.....270 R. Lafayette Street, New York 12, N.Y.  
Bel-Thomas Printing Co.....230 Irving Avenue, Brooklyn 37, N.Y.

## CATALOG PLANNING

Catalog Planning Co.....58 Park Avenue, New York 16, N.Y.

## COPYWRITERS (Free Lance)

Leo P. Bott, Jr.....64 E. Jackson Blvd., Chicago 4, Ill.  
Theodore Handelman.....509 Fifth Avenue, New York, N. Y.  
Orville E. Reed.....First National Bank Bldg., Howell, Michigan  
Hal G. Vermeas.....15 Washington Place, New York 3, N.Y.  
John Yeargain.....442 East 20th St., New York 9, N.Y.

## DIRECT MAIL AGENCIES

Homer J. Buckley.....57 East Jackson Blvd., Chicago 4, Ill.  
Frederick E. Gymer.....2123 East 9th St., Cleveland 15, Ohio  
Institute of Sales Promotion.....131 Lafayette Street, New York 13, N.Y.  
Mailograph Co., Inc.....39 Water Street, New York 4, N.Y.  
Proper Press, Inc.....129 Lafayette Street, New York 13, N.Y.  
Reply-O-Products Company.....150 West 22nd St., New York 11, N.Y.  
John A. Smith & Staff.....11 Beacon St., Boston 8, Mass.  
Carl G. Violett, Inc.....134 Summer St., Boston 10, Mass.  
Phillip J. Wallach Company.....220 Fifth Ave., New York 1, N.Y.

## DIRECT MAIL EQUIPMENT

The Adamm Company.....250 Third Avenue, New York 10, N.Y.  
Addressing Machine & Equipment Co.....326 Broadway, New York 7, N.Y.  
Mailers Equipment Service.....40 West 15 Street, New York 11, N.Y.  
Pengad Company.....Pengad Bldg., Bayonne, N. J.  
Seal-O-Matic Machine Mfg. Co.....401 Chesnut St., South Hackensack, N. J.

## ELLIOTT STENCIL CUTTING

Clear Cut Duplicating Co.....120 Greenwich St., New York 6, N.Y.  
Spotts Mailing Corp.....2388 University Avenue, St. Paul, Minnesota

## ENVELOPES

The American Paper Products Co.....East Liverpool, Ohio  
Atlanta Envelope Company.....Post Office Box 1267, Atlanta 1, Ga.  
Boston Envelope Co.....397 High St., Dedham, Mass.  
Columbia Envelope Co. 2015 N. Hawthorne Ave., Melrose Park, Ill., Chicago Sub.  
Samuel Cupples Envelope Co., Inc.....360 Furman St., Brooklyn 2, N.Y.  
Direct Mail Envelope Co.....15 West 20th St., New York, N.Y.  
Garden City Envelope Co.....3001 North Rockwell St., Chicago 18, Ill.  
General Envelope Company.....23 South St., Box 654, Boston 2, Mass.  
The Gray Envelope Mfg. Co., Inc.....55-33rd St., Brooklyn 32, N.Y.  
Heco Envelope Company.....4500 Cortland St., Chicago 39, Ill.  
McGill Paper Products, Inc.....501 Park Ave., Minneapolis 15, Minn.  
Massachusetts Envelope Co.....641-643 Atlantic Ave., Boston 10, Mass.  
The Standard Envelope Mfg. Co.....1600 East 30th St., Cleveland 14, Ohio  
Tension Envelope Corporation.....522 Fifth Avenue, New York 36, N.Y.  
Tension Envelope Corporation, 19th & Campbell Sts., Kansas City 8, Mo.  
Tension Envelope Corporation.....5001 Southwest Ave., St. Louis 10, Mo.  
Tension Envelope Corporation.....123-129 N. Second, Minneapolis 1, Minn.  
Tension Envelope Corporation.....1912 Grand Ave., Des Moines 14, Iowa  
United States Envelope Company.....Springfield 2, Mass.  
The Wolf Envelope Company.....179-81 E. 22nd St., Cleveland 1, Ohio

## ENVELOPE SPECIALTIES

Columbia Envelope Co. 2015 N. Hawthorne Ave., Melrose Park, Ill., Chicago Sub.  
Direct Mail Envelope Co., Inc.....15 West 20th St., New York 11, N.Y.  
Garden City Envelope Co.....3001 North Rockwell St., Chicago 18, Ill.  
Hodes-Daniel Co., Inc.....352 Fourth Avenue, New York 10, N.Y.  
The Sawdon Company, Inc.....480 Lexington Ave., New York 17, N.Y.  
Tension Envelope Corporation.....19th & Campbell Sts., Kansas City 8, Mo.

## HOUSE ORGANS

The William Feather Co.....812 Huron Road, Cleveland 15, Ohio

## IMPRINTERS - SALES LITERATURE

L. P. MacAdams, Inc.....301 John St., Bridgeport, Conn.

## LABEL PASTERS

Pordevin Machine Company.....1281 38th St., Brooklyn 18, N.Y.

## LABELS

Penny Label Company.....9 Murray St., New York 7, N.Y.

## LETTER GADGETS

Hewig Company.....45 West 45th St., New York 19, N.Y.

## LETTERHEADS

R. O. H. Hill, Inc.....270 R. Lafayette Street, New York 12, N.Y.

## MAIL ADDRESSING STICKERS

Eureka Specialty Printing Company.....Scranton, Pennsylvania

## MAIL ADVERTISING SERVICES (Lettershops)

Benart Mail Sales Service, Inc.....228 East 45th St., New York 17, N.Y.  
Century Letter Co., Inc.....48 East 21st St., New York 10, N.Y.  
Codd Advertising Service.....607 East Van Buren, Phoenix, Ariz.  
A. W. Dicks & Co.....386 Victoria St., Toronto 2, Ont., Can.  
Fair Mail Service.....417 Cleveland Ave., Plainfield, N.J.  
The Lemarg Company.....2332 Logan Boulevard, Chicago 47, Illinois  
The Letter Shop.....214 Mission St., San Francisco 5, Cal.  
Long Island Letter Service.....212 Front Street, Mineola, N.Y.  
Mailograph Co., Inc.....39 Water St., New York 4, N.Y.  
Mailways.....200 Adelaide St., West, Toronto 1, Ont., Canada  
The Rylander Company.....216 West Jackson Blvd., Chicago 6, Ill.  
Spotts Mailing Corp.....2388 University Avenue, St. Paul, Minnesota  
Woodington Mail Adv. Service.....1304 Arch St., Philadelphia 7, Pa.

## MAILING LISTS—Brokers

\* Archer Mailing List Service.....140 West 55th St., New York 19, N.Y.  
\* George R. Bryant Co., Inc.....595 Madison Ave., New York 22, N.Y.  
\* Walter Drey, Inc.....333 N. Michigan Avenue, Chicago 1, Illinois  
\* Walter Drey, Inc.....157 Federal Street, Boston, Massachusetts  
\* Walter Drey, Inc.....257 Fourth Ave., New York 10, N.Y.  
\* Guild Company.....160 Engle Street, Englewood, New Jersey  
\* Mailings Incorporated.....25 West 45th St., New York 19, N.Y.  
\* Mosely Mail Order List Service.....38 Newbury St., Boston 16, Mass.  
\* Names Unlimited, Inc.....352 Fourth Ave., New York 10, N.Y.  
\* D. L. Natwick.....932 Broadway, New York 10, N.Y.  
\* James E. True Associates.....419 4th Ave., New York 16, N.Y.  
\* Members—National Council of Mailing List Brokers

## MAILING LISTS—Compilers & Owners

Associated Advertising Service.....1913 1/2 Sixteenth St., Port Huron, Mich.  
Boyd's City Directory, Inc.....114-120 East 23rd St., New York 10, N.Y.  
Creative Mailing Service.....460 No. Main St., Freeport, New York  
Walter Drey, Inc.....333 N. Michigan Avenue, Chicago 1, Illinois  
Walter Drey, Inc.....157 Federal Street, Boston, Massachusetts  
Walter Drey, Inc.....257 Fourth Avenue, New York 10, New York  
Drumcliff Advertising Service.....Hillside Rd., Towson 4, Md.  
Dunhill List Company, Inc.....565 Fifth Ave., New York 17, N.Y.  
Industrial List Bureau.....45 Astor Place, New York, N.Y.  
Jewish Statistical Bureau.....220 B'dway, New York 7, N.Y.  
The Walter S. Kraus Co.....48-01 42nd St., Long Island City 4, N.Y.  
Mail-Ad Co.....6238 Wilshire Blvd., Los Angeles 48, Calif.  
Market Compilation & Research.....11814 Ventura Blvd., N. Hollywood, Cal.  
Official Catholic Directory Lists.....12 Barclay St., New York 8, N.Y.  
W. S. Ponton, Inc.....40 West 42 Street, New York, N. Y.  
R. L. Rashmir.....3123 LaSalle Drive, Hollywood 28, Calif.

## MATCHED STATIONERY

Tension Envelope Corporation.....19th & Campbell Sts., Kansas City 8, Mo.

## MULTIGRAPH SUPPLIES

Chicago Ink Ribbon Company.....19 So. Wells St., Chicago 6, Ill.

## PAPER MANUFACTURERS

Appleton Coated Paper Company.....Appleton, Wisconsin  
Hammermill Paper Company.....Erie, Pennsylvania  
International Paper Company.....220 East 42nd St., New York 17, N.Y.  
Kimberly-Clark Corp.....Neenah, Wisconsin  
McLaurin-Jones Paper Co.....Brookfield, Massachusetts

## PARCEL POST MAILING BOXES

Corrugated Paper Products, Inc.....2235 Utica Ave., Brooklyn 4, N.Y.

## PHOTO ENGRAVERS

Pioneer-Moss, Inc.....460 West 34th St., New York 1, N.Y.

## PHOTOGRAPHS

Moss Photo Service, Inc.....350 West 50th St., New York 19, N.Y.  
National Photo Reproduction.....New Hyde Park 3, New York

## PLATES & STENCILS

Columbia Ribbon & Carb. Mfg. Co., Inc.....Herb Hill Road, Glen Cove, N.Y.

## PRINTING EQUIPMENT

B. Verner.....52 Duane St., New York, N.Y.

## PRINTING—Letterpress

College Press.....South Lancaster, Massachusetts  
Davenport Press, Inc.....70 Main St., Mineola, L. I., N. Y.  
Richmond Press.....23 South St., Box 654, Boston 2, Mass.

## PRINTING—Offset Lithography

Bachman Reproduction Service.....259 East 43 Street, New York 17, N.Y.  
H. S. Crocker Co., Inc.....720 Mission St., San Francisco, Cal.

## PRINTING—Letterpress and Offset Lithography

Bel-Thomas Printing Co.....223 Irving Avenue, Brooklyn, N.Y.  
Lutz & Sheinkman.....421 Hudson Street, New York 14, N.Y.  
McCormick-Armstrong Co., Inc.....1501 East Douglas, Wichita 1, Kansas  
Montclair Business Service.....One The Crescent, Montclair, N.J.  
Paradise Printers and Publishers.....129 Lafayette Street, New York 13, N.Y.  
Proper Press, Inc.....129 Lafayette Street, New York 13, N.Y.

## SYNDICATED HOUSE MAGAZINES

Publications Digest.....130 West 42nd St., New York 13, N.Y.

## TRADE ASSOCIATIONS

Direct Mail Advertising Assn.....17 East 42nd St., New York 17, N.Y.  
Mail Advertising Service Assn.....18652 Fairfield Ave., Detroit 21, Mich.

## TYPEWRITERS

Remington-Rand, Inc.....315 Fourth Avenue, New York 10, N.Y.

## VITAMINS AND MINERALS

The Sommer & Son Co.....P.O. Box 398, Mt. Vernon, N.Y.

photographs of "Prosthetic Restorations" (so that dentist can show patient the exact appearance of "bridge" recommended.) The collating job was terrific. Almost 500,000 individual items to be assembled for the 65,000 mailing. But, as John says, "nothing is too difficult or too complex if it promotes sales and can be produced within our advertising budget."



□ THE NATIONAL RETAIL CREDIT ASSN. seems to be doing a good job of teaching credit and retail promotion men how to write better letters. We enjoy reading their monthly "Better Letters Service" bulletin, which contains samples of both collection and promotion letters. If interested, write to Leonard Berry, educational director of NRCA, 375 Jackson Ave., St. Louis 5, Mo.



□ LETTER TYPOGRAPHY is getting more and more attention. Many companies are following the forms given in previous issues of The Reporter . . . and or are teaching typists to be more careful with how the typed letter looks on letterhead. An unusual example was sent to us by Doug Scott (direct mail counseling and servicing), 3 Frederick Place, Ottawa, Canada. For a client (a sales agent representing a number of machinery equipment manufacturers) he designed a letter to tie in with baseball season. We are reproducing body of letter here:

Baseball  
time's here again...and  
we like to think of our re-  
lationship with you and your firm  
in terms of the way a good ball team  
works. You're the pitcher, let us say,  
and we're on first. When you toss us  
an order or enquiry, we try always to be in  
a position to handle it. Maybe it is a really  
snappy throw, when you're in a spot and  
speed means everything. Or maybe it's a case  
of a double or triple play, where we not only  
have to make a fast catch of your throw, but  
have to get it to the next man in a hurry, in  
order to complete the play. We're proud to  
be on the same team with you and we take a  
lot of pleasure in our past record of be-  
ing able to handle anything you can  
throw at us, no matter how fast you  
toss them. So just keep your or-  
ders coming our way - and we  
will do our best to  
merit them.

Original diameter of circle was 3-3/4 inches. The typing was perforated on an automatic typewriter roll. The individual's name, address and salutation appeared at upper left. The close and signature was, as usual, at lower right. Made a big hit with recipients . . . as each letter was obviously personally typed.



□ SPEAKING OF TYPOGRAPHY . . . the fellow who invented staggered left-hand margins ought to be taken to top

of Empire State Building and dropped. Some years back, an agency man designed an ad with glamorous copy staggered at left for eye-catching appeal. It wasn't too bad for four or five bold lines. But too many others followed suit. One house magazine we like very much wrecks its readability by printing feature articles in this eye-straining style. We've even seen it on a few direct mail pieces designed by fellows who should know better. It's hard enough to read straight copy in long lines . . . without forcing the eye to start each new line at a different place. When you are tempted to use this "modern" typography . . . get the facts of life about eyes from your optometrist. Or use Square Span instead.



□ THE NEW FEDERAL BUDGET for 1953 discloses that the Post Office expects to handle 42,726,000 pieces of franked mail. (That is the mail sent free by members of Congress.) Government departments are expected to dump 1,323,975,000 pieces of "penalty" mail onto the backs of the postmen (it also goes free). That is a lot of mail. A lot of it is heavy mail . . . books, pamphlets and what not. If the Post Office were reimbursed at regular commercial rates for the actual poundage . . . the deficit figures would be a whole lot different. Remember that nearly all of this matter is handled sealed as first class mail.



□ THE FEDERAL TRADE COMMISSION recently issued a complaint against that pencil company which doubles up on its orders. That is . . . sends you two gross of pencils if you order one. Hearings have been scheduled and we will report when a decision has been made. Recently the same company has been sending unordered lots of pencils to people who had previously ordered. Practice must be widespread because form letters are used to dun recipients for payment . . . or to apologize for "the error." A number of Reporter readers have been irritated by this operation. If any of you receive more unordered shipments or letters, send your evidence to Jesse D. Cash, Esq., Trial Attorney, Bureau of Anti-Deceptive Practices, Federal Trade Commission, Washington 25, D. C.



□ SOMETHING ELSE TO WATCH. The mails are being flooded with money raising appeals from P. O. Box 886, Wichita, Kansas. These are emanating from Gerald B. Winrod, D. D., who publishes the crack-pot magazine, "Defenders of the Christian Faith." He was one of the defendants in the sedition trial which collapsed when Judge Eich-

er died suddenly. Winrod must have found some new fascist angels to pay for his floods of mail. He is up to his usual divisive tricks. His concept of "Christian Faith" means to hate everyone whose faith does not coincide with yours. For more complete information on Winrod, read "The Troublemakers" by Forster and Epstein. (Doubleday, \$3.50). Best factual job of unsensational reporting we've seen in a long time.



□ CLEVER DIE-CUTTING on a recent booklet issued by Miller Printing Machinery Co., 1131 Reedsdale St., Pittsburgh 33, Pa. Title: "Six Keys to Better Letterpress Production." Cover reproduces six keys with the ring end die-cut. That is, six 1-inch holes running down right margin. Showing through each hole a different color of paper with a key number. Effect was achieved by running the six inside 11 by 17 inch folios on different two-tone sheets (folded 8 1/2 by 11). By dropping a hole on each succeeding sheet . . . you get a marginal index of the six types of machines offered . . . and a darn fine cover. If you can't understand this explanation . . . write to Ad Manager William T. Clawson and get a copy.



□ GADGET MAILINGS sometimes have an unexpected kick-back. Earle Buckley brought down the house at the AFA Convention by showing two actual pieces which went haywire . . . addressed to an advertising manager. The first had a plastic moving eye tipped on the letterhead. The caption in the balloon read: "This will open your eyes Mr. Jones." The man who received the letter (a new advertising manager) sent the letter back with a handwritten note: "This I want to see. Mr. Jones died six weeks ago." A second letter (list unchanged) arrived with a checkerboard design on the letterhead and with a checker tipped on. The balloon read: "It's your move, Mr. Jones." The advertising manager, still trying to get the list corrected, wrote: "If he moves, I leave."



□ ANOTHER GOOD STORY at the AFA Convention. About the advertising man who went to a carnival and visited the tent occupied by the medium. He wanted to ask her some questions. The final was: "Do you like your work?" She replied that she was very happy with it. The ad man then asked the medium to stand up. He took a swing at her and knocked her down. She indignantly got up and wanted to know why he did such a thing. His answer: "All my life I have been trying to strike a happy medium. This is it."

# WITH DULLCHROME

*...you start with a good idea!*



Send for your copy of this Dullchrome "idea" kit. It shows how others use Dullchrome to get two-color effects with one color printing! (Dullchrome is colored one side — white one side. *Both* sides are coated. It prints equally well by letterpress or offset.) The kit contains folded samples showing how you can get die-cut results with just simple folds and trimming! And it contains a generous supply of sheets for your own experimenting — a sample of each color combination: Blue and White; Green and White; Orange and White; Tan and White; Gray and White; and Canary and White.

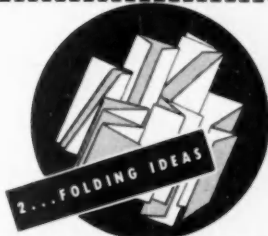
*This kit is yours for the asking — on your business letterhead.*

## THE APPLETON COATED PAPER CO.

APPLETON



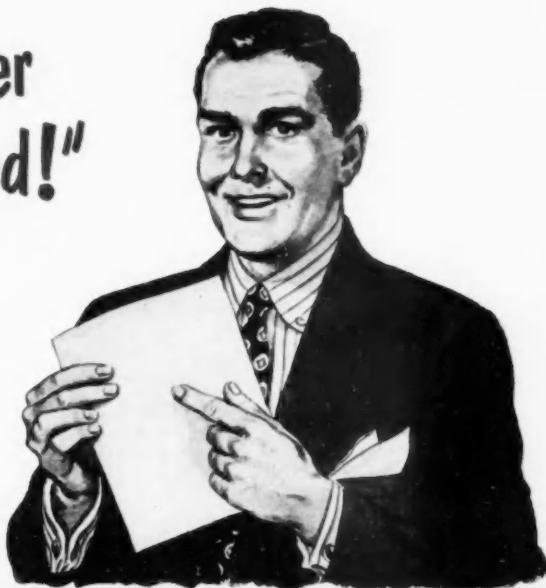
WISCONSIN



# "Here's the Paper the Printer Selected!"

... Says the Engraver

"This printer is cooperative. He insists on proving the plates on the paper to be used for the job. In this instance the paper is Hudson Gloss—so I recommend 120 line screen."



## CONSULT THESE SPECIALISTS:



**The Printer** who has learned from past pressroom performance Hudson Gloss brings out the true quality of the job.



**The Engraver** recommends the half-tone screen for reproduction and submits proofs on the paper selected for the job.



**The Ink Man** who recommends and compounds the most practical inks for the job.

## HUDSON GLOSS ...

*the specialists' choice*

Letterpress printers select Hudson Gloss for recipe booklets, broadsides, travel folders and inserts for economical printing of color work . . . it makes their work look better. On your next letterpress job ask your printer about International's Hudson Gloss. International Paper Company, 220 East 42nd Street, New York 17

Teamwork  
Pays Off!



  
**International Paper** COMPANY  
PAPERS FOR PRINTING AND CONVERTING